

IN THIS ISSUE: **THE COSBY SHOW & ALL OF ME**

No.  
255  
June  
1985

# MAD

Our  
Price  
\$1.25  
Cheap





# MAY THE FOUR BE WITH YOU!



**THE MAD EMPIRE STRIKES BACK! VADER GO!!**  
ON SALE NOW AT A NEWSTAND IN YOUR GALAXY!

# MAD

"Even the man who has everything is envious of the man who has two of everything!"

—Alfred E. Neuman

**WILLIAM M. GAINES** publisher

**ALBERT B. FELDSTEIN, NICK MEGLIN, JOHN FICARRA** editors

**LEONARD BRENNER** art director **TOM NOZKOWSKI** production

**DICK DE BARTOLO** creative consultant

**GLORIA ORLANDO, SARA FOWLER, M.C. GAINES** subscriptions

**JACK ALBERT** lawsuits **ANNE GRIFFITHS** logistics

**CONTRIBUTING ARTISTS AND WRITERS**

*the usual gang of idiots*

## DEPARTMENTS

<b>ALONE APPLICATION DEPARTMENT</b>	
MAD Tips On Moving Out And Making It On Your Own .....	39
<b>BE KIND TO ANNUALS DEPARTMENT</b>	
Things You Can Do For Your Dog On His Birthday .....	10
<b>BERG'S-EYE VIEW DEPARTMENT</b>	
The Lighter Side Of .....	12
<b>DEVICE SQUAD DEPARTMENT</b>	
The MAD Television Writer's Rulebook .....	24
<b>DICK SCHTICK DEPARTMENT</b>	
Mike Hammy (A MAD TV Satire) .....	17
<b>DOLLARS AND SENSELESS DEPARTMENT</b>	
Balancing The Budget And Wiping Out The Nat'l Debt .....	36
<b>DON MARTIN DEPARTMENT</b>	
One Fine Tuesday In The Dungeon .....	9
One Fine Wednesday In Detroit .....	27
One Fine Thursday In Seattle .....	48
<b>DUBIOUS OR NOT DUBIOUS DEPARTMENT</b>	
Who Needs It? .....	28
<b>HICKORY DICKORY JOCK DEPARTMENT</b>	
The Physical Fitness Mother Goose .....	19
<b>JOKE AND DAGGER DEPARTMENT</b>	
Spy Vs. Spy .....	43
<b>LETTERS AND TOMATOES DEPARTMENT</b>	
Random Samplings Of Reader Mail .....	2
<b>MANUAL BELABORED DEPARTMENT</b>	
How Simple Things Work .....	31
<b>MARGINAL THINKING DEPARTMENT</b>	
"Drawn Out Dramas" By Sergio Aragones .....	**
<b>POST-MOCKED DEPARTMENT</b>	
MAD's Talking Stamps .....	22
<b>SICK-COM DEPARTMENT</b>	
The Clodsbys Show (Another MAD TV Satire) .....	44
<b>WILD AND CRAZY GUISE DEPARTMENT</b>	
Gal Of Me (A MAD Movie Satire) .....	4

\*\*Various Places Around The Magazine

COVER ARTIST: RICHARD WILLIAMS

COVER IDEA: AL JAFFEE

**MAD** (ISSN 0024-9219) is published monthly except February, May, August and November by E.C. Publications, Inc., 485 MADison Avenue, New York, NY 10022. Second class postage paid at New York, NY and at additional mailing offices. Subscription in U.S.A.: 8 issues \$10.00 or 24 issues \$25.00 or 40 issues \$39.00. Outside U.S.A.: 8 issues \$12.00 or 24 issues \$30.00 or 40 issues \$47.00. Entire contents copyright © 1985 by E.C. Publications, Inc. Allow 10 weeks for change of address to become effective, and include mailing label when making change of address or inquiring about your subscription. POSTMASTER: send address change to MAD, 485 MADison Avenue, New York, NY 10022. The Publisher and Editors will not be responsible for unsolicited manuscripts, and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all MAD fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence. Printed in U.S.A.

## VITAL FEATURES

**GAL OF ME**  
Pg. 4



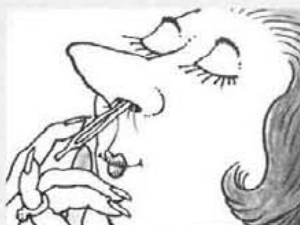
**MIKE HAMMY**  
Pg. 17



**THE MAD TELEVISION WRITER'S RULEBOOK**  
Pg. 24



**HOW SIMPLE THINGS WORK**  
Pg. 31



**SPY VS. SPY**  
Pg. 43



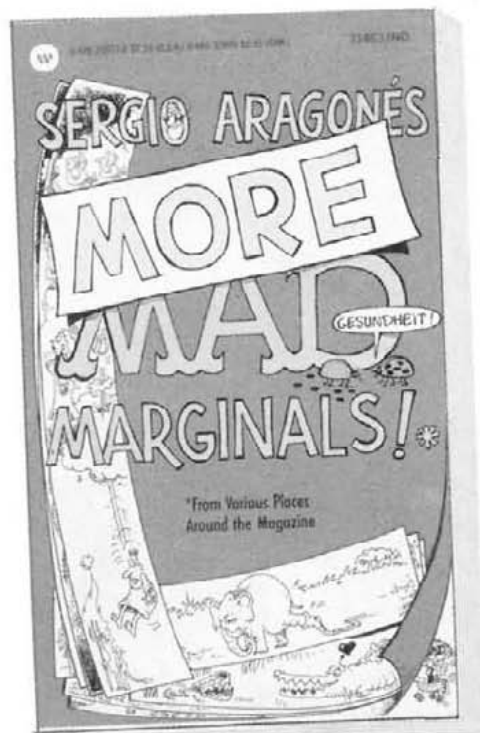
**THE CLODSBY SHOW**  
Pg. 44





**DON'T STRAIN YOUR EYES...  
...ONLY YOUR WALLET!**

**SERGIO ARAGONES HAS FAITHFULLY  
REDRAWN (BIGGER!) HIS BORDERLINE  
HUMOR FROM THE PAGES OF MAD IN...**



**On Sale Now At Your Favorite Bookstore  
... Or Yours By Mail**

-----use coupon or duplicate

**MAD**

**485 MADison Avenue New York, NY. 10022**

NAME .....  
ADDRESS .....  
CITY ..... STATE ..... ZIP .....

☐ **PLEASE SEND ME  
MORE MAD  
MARGINALIA**

☐ **ALSO PLEASE SEND THESE  
OTHER BOOKS I'VE CHECKED**

- ☐ **Monster MAD**
- ☐ **Forbidden MAD**
- ☐ **DON MARTIN** Captain Klutz II
- ☐ **DAVE BERG** Looks at the Neighborhood
- ☐ **6th Case Book on SPY vs. SPY**
- ☐ **MAD Sex, Violence & Home Cooking**
- ☐ **Snappy Answers to Stupid Questions #5**

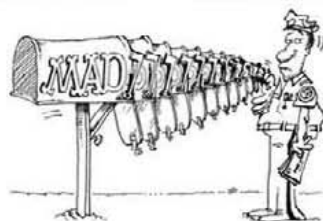
- ☐ **MAD's Successful Dog**
- ☐ **EDWING MAD** Variations
- ☐ **MAD Goes to Pieces**
- ☐ **MAD Tells It Like It Is** Book
- ☐ **PORGES** Cheap Shots
- ☐ **Coker MAD** Pet Book
- ☐ **A MAD Look at the 50's**

**I ENCLOSE \$2.25 FOR EACH  
(Minimum Order: \$6.75)**

Allow 10 weeks for delivery.  
Outside the U.S.A., add  
15% extra.

We cannot be responsible for cash  
lost or stolen in the Mails. Check  
or Money Order Preferred!

**LETTERS AND TOMATOES DEPT.**



**"PRINCE" CHARMING?**

I just loved "Purple Acid Rain". One question: Why did you call Prince "Prance" rather than "Priss"? It's more appropriate!

Jennifer Waller  
Columbus, GA

Hey! I didn't like that Purple "Acid" Rain crack! I happen to be a big fan of Prince, so don't make fun of him.

Misha Holdford  
Hopewell, VA

**GRATEFUL FOR THE DEAD?**

In response to "Don Edwing Looks At Funerals": Some of my colleagues think it is sick, but if you ask me, it's pretty damn funny. It's a good thing that stuff doesn't really happen, although it might if you MAD guys were in the business! See, even funeral directors have a sense of humor!

Marvin E. Baumgarner,  
Funeral Director  
Warrenton, MO

**"GHOST-DUSTERS"**

All right, you idiots! You messed up once again! It seems that Arnie Kogen has to be sent back to school. On page six of your "Ghost-Busters" satire, Dr. Leerman is explaining the cost of catching the ghost to the hotel manager. Leerman says the cost is \$10,000, but his rundown of prices comes to \$11,000! Can't you nincompoops do anything right? I'm beginning to doubt it!

Joel Gorick  
Waycross, GA

A+ for comedy and an F for math.

Tanya Atropoff  
Fresno, CA

Other MAD math-busters include: Mike Butler, Clinton CT; Jeff Whitty, Coos Bay OR; Deane Rose, Dummer NH; Brian Winkler, Flanders NJ; Mike Spector, Balto MD; Chris Zarcone, Wayne PA; Rob Wilharn, Elgin IL.

**"THE KAROCKY KID"**

I was, like, totally offended by your "Karocky Kid". Like, bag your face, not every girl in California is like, blonde and gorgeous. And I'm so sure, relationships are not like, made by, oh my god, holding the same volleyball. Like, get it straight, we're not all total airheads, I'm so sure.

Like, Stephanie Lamm  
Vista, CA

**SCRATCH THIS**

I took your advice and scratched off the lines on the front cover. I found myself to be a winner! So, what do I win? Maybe the extra \$1,000 from "Ghost-Dusters"?

Kim Leonard  
Windsor, Ontario

I scratched off the UPC symbol and it said that I had won \$50,000! Should I come to your offices to collect?

David Kaplan  
East Meadow, NY

There must be a mistake. Our \$50,000 prize was won by a Mr. William Gaines of New York City!—Ed.



**"PET BACK TALK" BACK TALK**

All last summer I tried to teach my dog, Casey, how to retrieve a frisbee, with no luck. I'd throw the frisbee and Casey would just sit there with this really stupid expression on his face. I always wondered what he was thinking, sitting there like that. After reading Paul Peter Porges "A MAD Look At Pet Back Talk" now I think I know! Next time Casey looks at me that way, I'm going to smack him in the mouth!

Pamela Scherl  
Tomkins Cove, NY

I would like to congratulate Paul Peter Porges for exposing dogs as the foul-mouthed, furry pond scum that they really are! ("A MAD Look At Pet Back Talk"). For months I've been telling my boyfriend's dog, Pete, that he's a no good waste of life. You can't print what he says back to me!

Joan Cirillo  
Staten Island, NY



"Ghost Dusters": It Just Doesn't Add Up



MAD RIP-OFFS—CONTINUED

# THE CHOKE'S ON US!



MAD #157 March 1973



Chicago Tribune, December 1984

Thanks to everyone who sent us the latest contribution in what has become a never-ending series.—Ed.

## THE MAD MINUTE

As we told you schmucks in our last issue, "The MAD Minute" is an ongoing series of (alleged) funny radio routines performed by MAD writer Dick DeBartolo. Over the next few issues, we'll list, by state, the radio stations now playing the Minute. When we publish your state, if your favorite station isn't listed, send us their name and address. We'll make sure they start receiving the tape. Send the station's name and address to: The MAD Minute, c/o MAD Magazine, 485 MADison Avenue, New York, NY 10022

<b>NEW MEXICO</b> KAMX, Albuquerque KOB, Albuquerque KOBX, Albuquerque KZWH, Farmington KZWH, Farmington	<b>KANSAS</b> KFM, Wichita KFM, Wichita K1FO, Wichita KWKW, Wichita	<b>MICHIGAN</b> WJR, Detroit WWJW, Detroit WLS, Lansing	<b>ALABAMA</b> WERC, Birmingham WABR, Mobile WWSR, Mobile
<b>NEVADA</b> KSN, Reno KBET, Reno KLLD, Reno	<b>NEBRASKA</b> KJH, Scottsbluff KNEB, Scottsbluff KOLZ, Scottsbluff	<b>IOWA</b> KIDN, Des Moines KSD, Des Moines KSD, Des Moines KSD, Des Moines WDBA, Dubuque	<b>TENNESSEE</b> WOCN, Johnson City WOKI, Jackson WMAK, Jackson WYLS, Jackson

Please Address All Correspondence To:  
MAD, Dept. 255, 485 MADison Avenue  
New York, New York 10022

MAD welcomes reader submissions. Manuscript will not be returned or acknowledged, however, unless a self-addressed envelope with correct postage is included!

# SAVE MONEY

AND RECEIVE

# FREE GIFTS!

WHEN YOU

# SUBSCRIBE TO

# MAD

AN INCREDIBLE OFFER FROM MAD PUBLISHER  
WILLIAM M. GAINES

"THE CHEAPEST MAN IN THE WORLD"

WITH A 40 ISSUE SUBSCRIPTION  
**YOU SAVE \$11.00**

AND GET 7 FREE MAD PAPERBACKS!\*  
(\*OF OUR CHOICE)

WITH A 24 ISSUE SUBSCRIPTION  
**YOU SAVE \$5.00**

AND GET 3 FREE MAD PAPERBACKS!\*  
(\*OF OUR CHOICE)

WITH AN 8 ISSUE SUBSCRIPTION  
**YOU SAVE NOTHING**  
AND WE GET TO KEEP OUR CRUMMY PAPERBACKS!

----- USE COUPON OR DUPLICATE -----

- ☐ I enclose \$39.00\*. Please enter my name on your subscription list and mail me the next 40 issues... PLUS MY 7 FREE MAD PAPERBACK BOOKS!
- ☐ I enclose \$25.00\*. Please enter my name on your subscription list and mail me the next 24 issues... PLUS MY 3 FREE MAD PAPERBACK BOOKS!
- ☐ I enclose \$10.00\*. Please enter my name on your subscription list and mail me the next 8 issues... TELL WILLIAM M. GAINES HE KNOWS WHAT HE CAN DO WITH HIS LOUSY FREE MAD PAPERBACK BOOKS!



485 MADison Avenue  
New York, New York 10022

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_ ZIP \_\_\_\_\_ HAT SIZE \_\_\_\_\_

\*Outside U.S.A. (including Canada): \$12.00 for 8 issues or \$30.00 for 24 issues or \$47.00 for 40 issues in U.S. Funds payable by International Money Order or Check drawn on a U.S.A. Bank. Allow 10 weeks for subscription to be processed. MAD Magazine cannot be responsible for cash lost or stolen in the mails so CHECK OR MONEY ORDER PREFERRED!

WILD AND CRAZY GUISE DEPT.



It is said, "Behind every great man there's a woman!" Well, there's a new movie that goes one step further—mainly, "Inside the leading man there's a woman!" You'll see what I mean as MAD cranks up its take-off of the film...

I'm Rodger Dodger—a Lawyer! Sometimes I act silly and immature and do very childish things! So people are surprised to hear that I'm a Lawyer—they think I'm a Judge!



I'm Priggy Shylock, Rodger's fiancé! When we get married, we won't have any children! Trying to get Rodger to grow up will be difficult enough!



I'm Edmeana Cutthroat! My life has been devoted to being rotten to people, causing them pain and heartache! But now I'm dying! I guess the fun had to stop someday!



I'm Fry, a close friend of Rodger! I play a mean horn! Rodger plays a mean guitar! And, as you've just heard, Edmeana plays a mean broad!



I'm Grabby, the stableman's daughter! I'm the subject of a spiritual "transmanipulation" that will put Edmeana's soul into my body, not to mention my mitts into her cash!



My life here at "Shylock and Miffed" is so drab! I want to see real justice in action! I want to see the "little guy" get a fair shake! I want to see rotten politicians get theirs!



Then you shouldn't be a Los Angeles Lawyer! Why not go to Sherwood Forest and be Robin Hood?

Edmeana is here, and you're right—the lady's wacko! She wants me to put her estate in order!



What's so wacko about that?

Alphabetical order? I think her brain has already left her body!

You see, Mr. Shylock, in my whole life I've never been to a baseball game or the ballet...

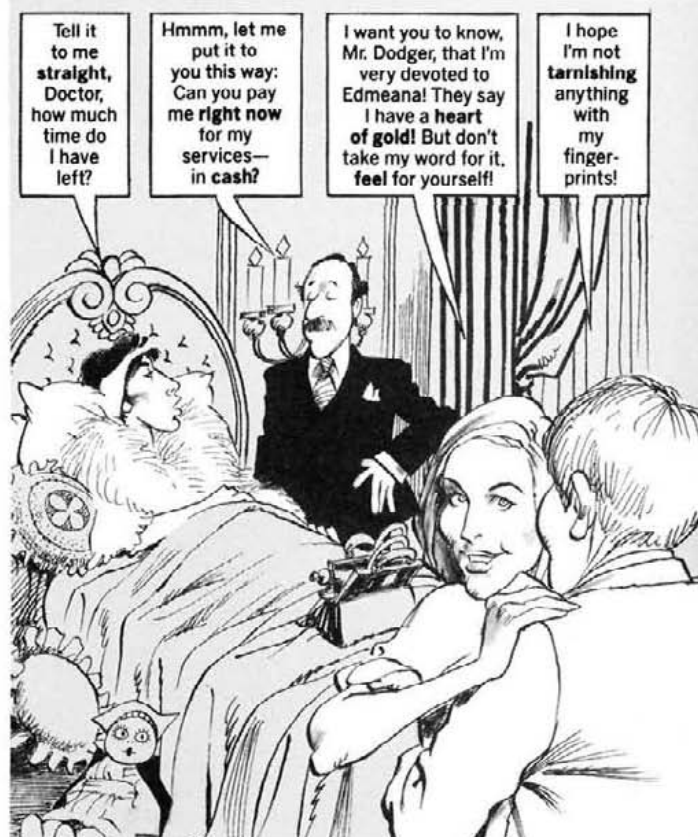


I'm so sorry to hear that, Edmeana...

Don't be! I hate baseball and I loathe the ballet!



# GAL OF ME



ARTIST: MORT DRUCKER

WRITER: DICK DE BARTOLO





It worked! I'm still alive in **Grabby's** body! But her body feels so different from the way it looked! I feel flat-chested and hairy!

Edmeana! What are you doing in my body? I see your reflection in the mirror instead of my own!



The transmanipulation went **wrong!** I'm supposed to be in **Grabby's** body, not **yours!** Wait 'til I get my hands on that **mystical moron!** I'll transmanipulate him from **Swami** to **salami!**

You mean wait? I'll get my hands on him, don't we?

That's odd... this morning **Rodger** smelled like **Old Spice!** This afternoon he smells like **Channel Number 5!**



It's one thing to be in someone else's shoes, but in their socks and shorts, too? I'm so confused I don't know whether to use a **bathroom stall** or a **urinal!**

So what have you decided?

To use the floor!

Now he's talking my language!

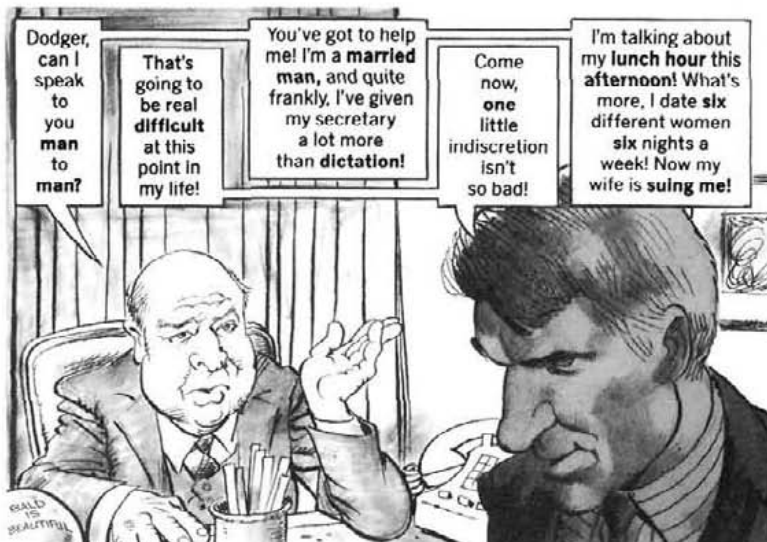


I guess I'll just have to accept the fact that **Edmeana** has the right side and I have the left!

I don't care what your **problem** is, buddy, we don't sell **single-cup bras!** And when you buy a **half-slip**, you don't get just the right side!

Sale  
LEGAL  
BRAIDS

DOUBLE  
CROSS  
HER  
HEART



**Dodger**, can I speak to you **man** to **man**?

That's going to be real **difficult** at this point in my life!

You've got to help me! I'm a **married man**, and quite frankly, I've given my secretary a lot more than **dictation!**

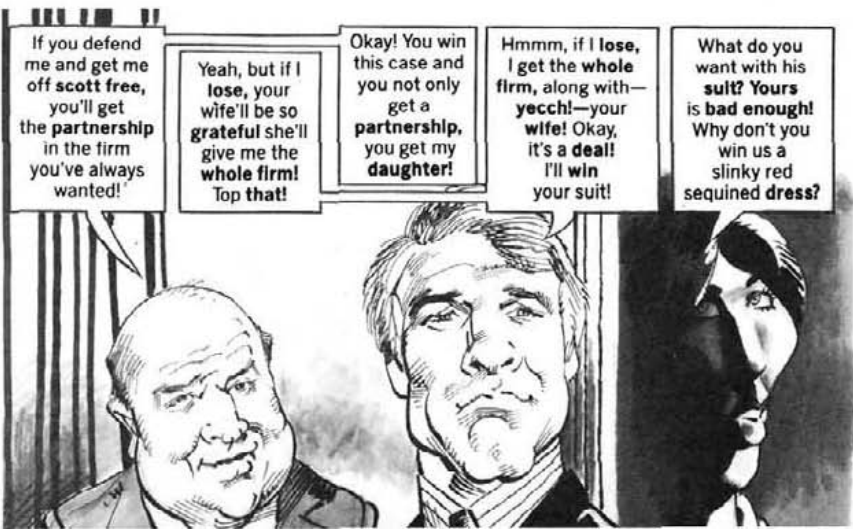
Come now, **one** little indiscretion isn't so bad!

I'm talking about my **lunch hour** this afternoon! What's more, I date **six** different women **six** nights a week! Now my wife is **suing** me!



Mr. **Shylock**, can you **blame** her? That means you're only home **one** night a week!

I know! She wanted me to find a **seventh** woman so I could stay out of the house **altogether!**



If you defend me and get me off **scott free**, you'll get the **partnership** in the firm you've always wanted!

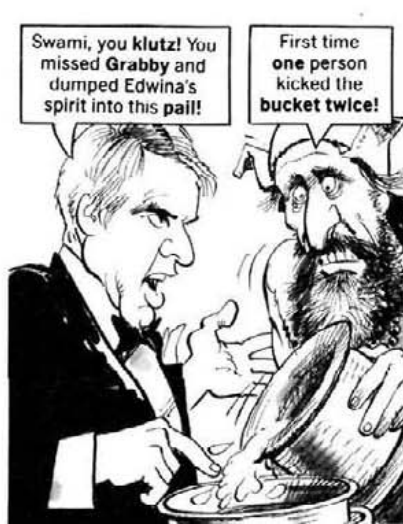
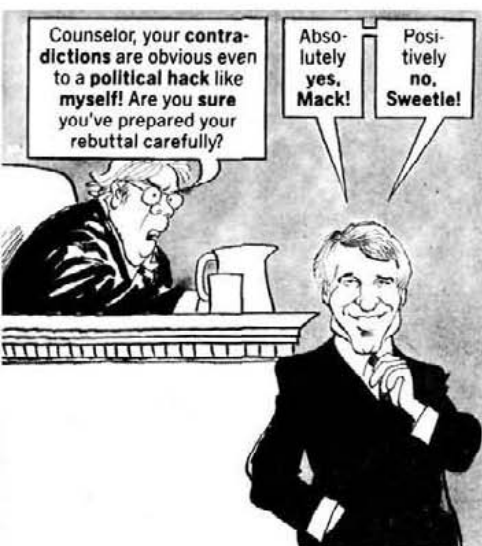
Yeah, but if I **lose**, your wife'll be so **grateful** she'll give me the **whole firm!** Top that!

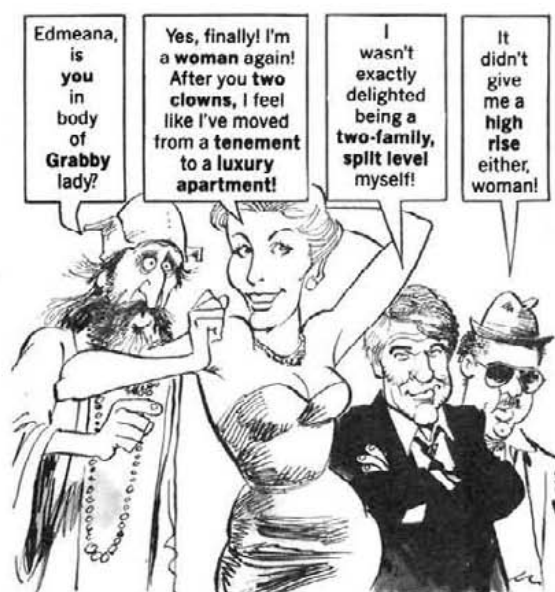
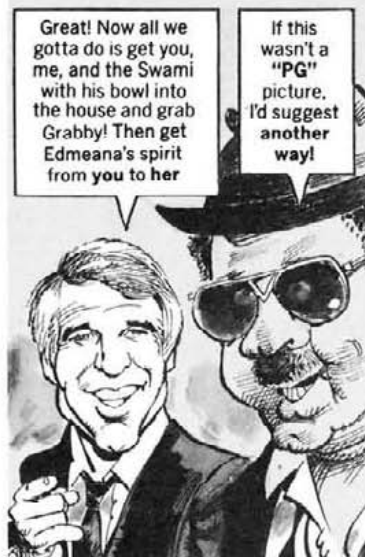
Okay! You win this case and you not only get a **partnership**, you get my **daughter!**

Hmmm, if I **lose**, I get the **whole firm**, along with—**yecch!**—your **wife!** Okay, it's a **deal!** I'll win your suit!

What do you want with his **suit?** Yours is **bad enough!** Why don't you win us a **slinky red sequined dress?**

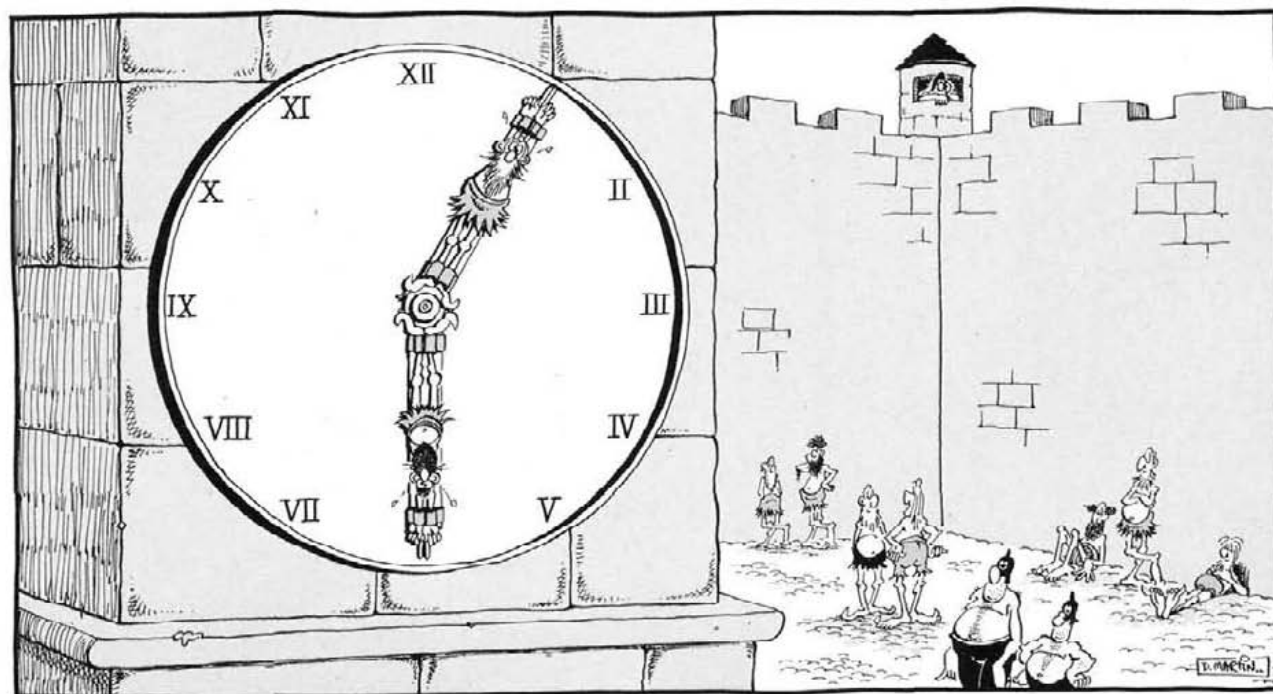
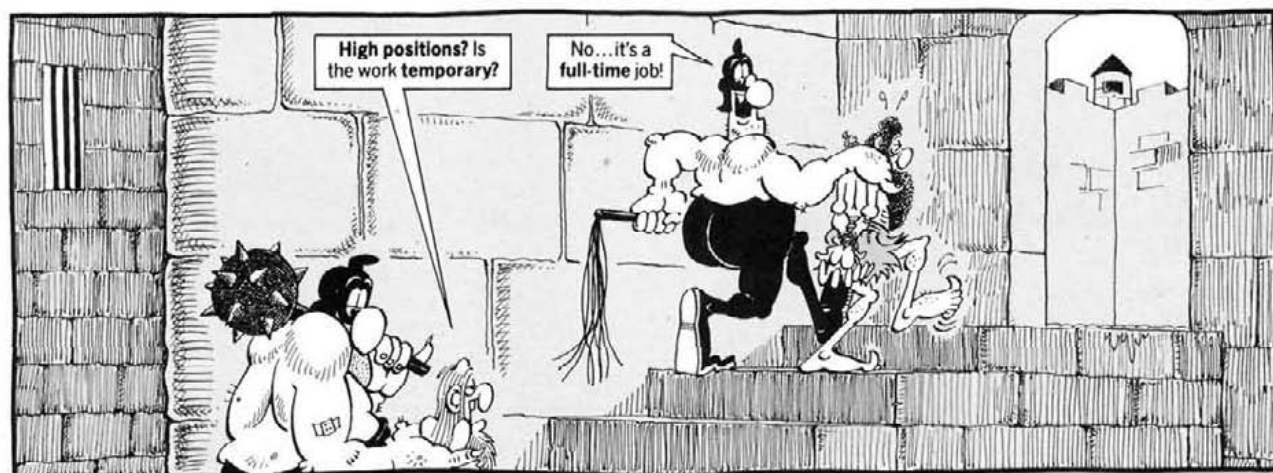








# ONE FINE TUESDAY IN THE DUNGEON

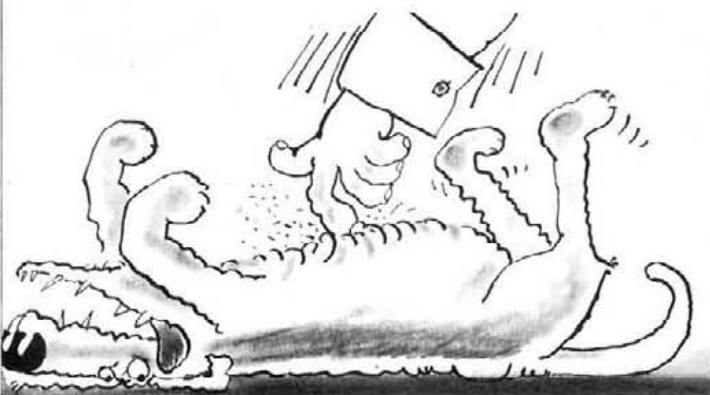


BE KIND TO ANNUALS DEPT.

# THINGS YOU YOUR DOG ON



Let him throw his very own party!



Give him a full day of belly-scratching!



Perform a trick for him!



Play "Happy Birthday" on a  
high-pitched dog whistle!



Give him the use of your lounge for the day!



Help him dig holes in your neighbor's lawn!



# CAN DO FOR HIS BIRTHDAY

WRITER AND ARTIST: PAUL PETER FORGES



Share his hobby with him!



Let him sleep where he wants to!



Have a drink with him at his private bar!



Dress up as a mailman and let him chase you!



Walk him the very moment he wants you to!



Collect several weeks of garbage for him to go through!

## COOKING



BERG'S-EYE VIEW DEPT.

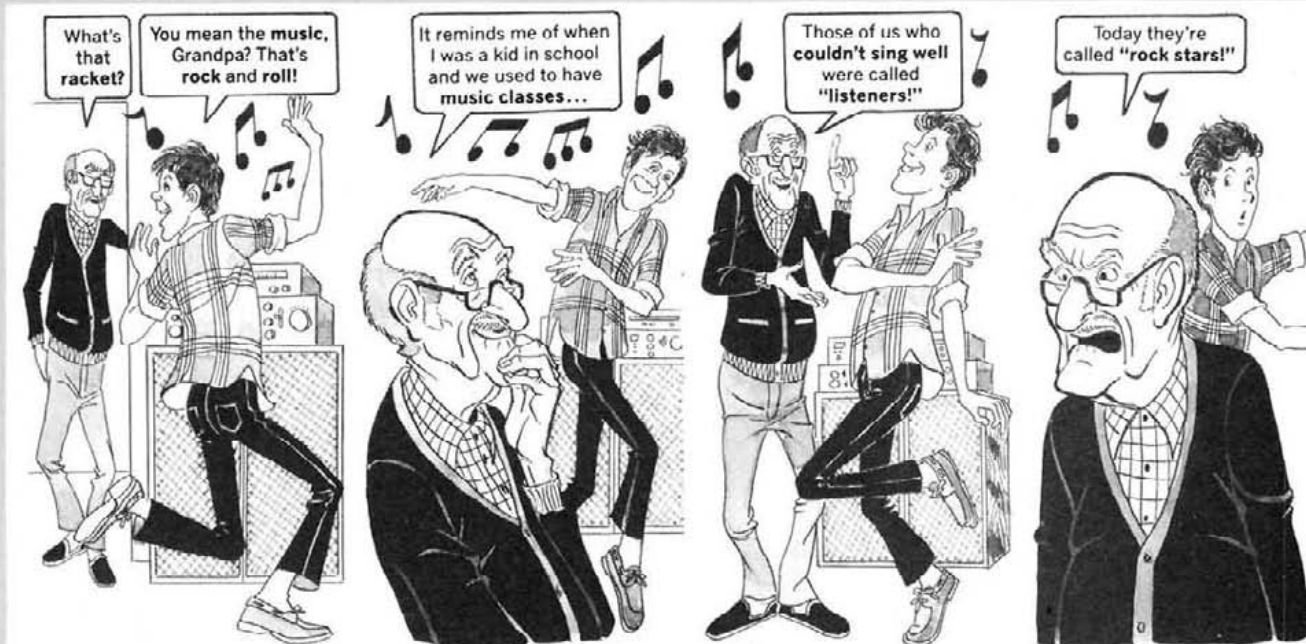
# THE LIGHTS

## REVENGE





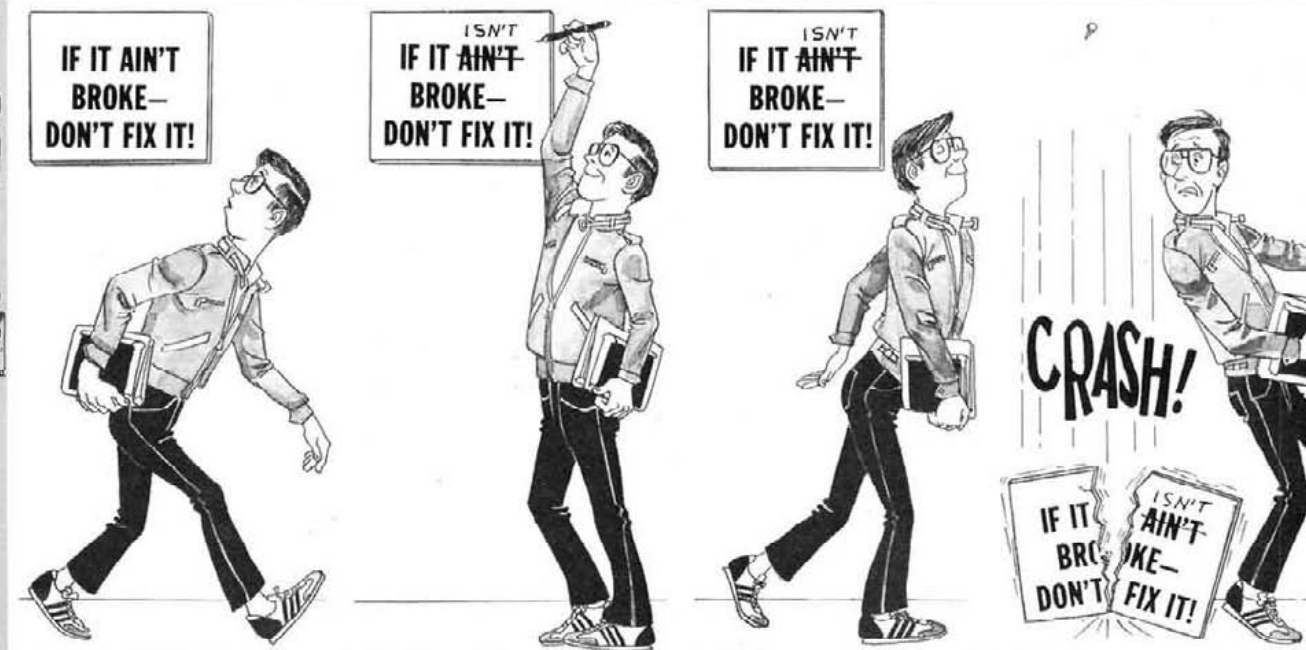
# SINGING



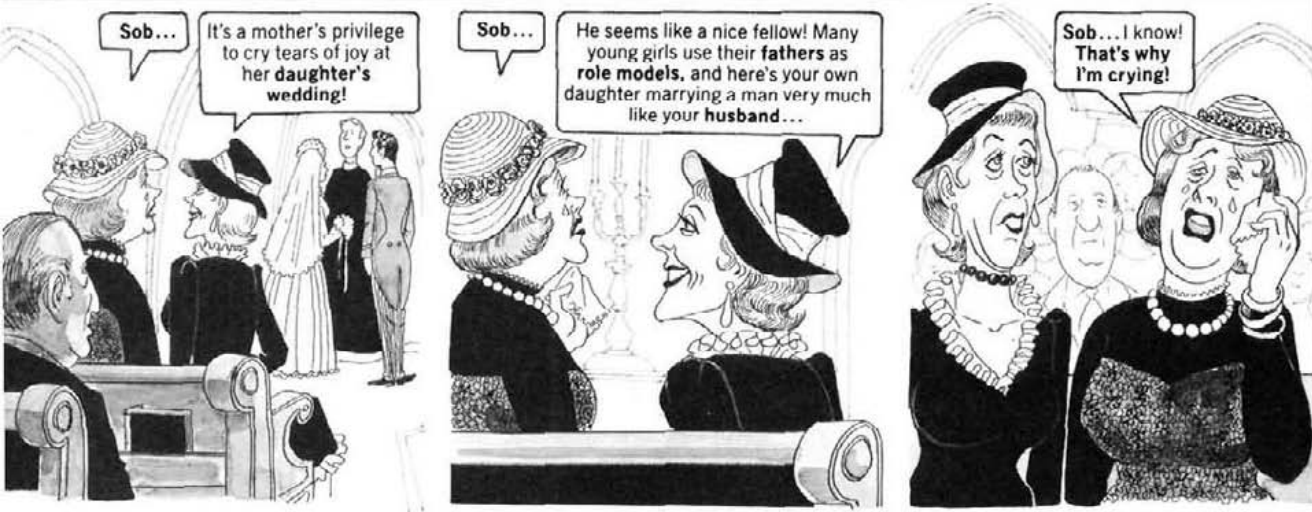
# R SIDE OF...

ARTIST & WRITER:  
DAVE BERG

## CORRECTIONS



## WEDDINGS



## TIME PASSAGES



## BABY SITTING



## READING

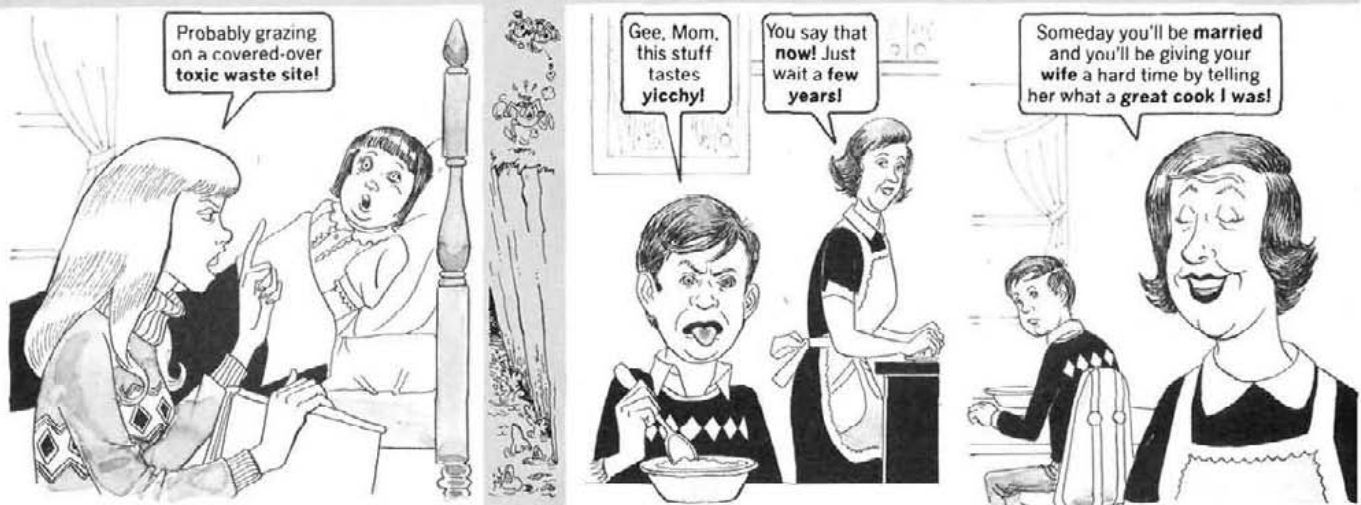




# OFFICE COLLECTIONS



# LOOKING AHEAD



# FOLLOWING DIRECTIONS



## FOOTBALL



## CONFUSION



## HI TECH





SOME DETECTIVES ARE CLEVER, SOME ARE BRASH, AND THEN THERE'S...

# MIKE HAMMY

Not  
SOJAC

Things  
Go Better  
with  
Coke.

DEPOSIT  
\$5,000



ARTIST: SAM VIVIANO

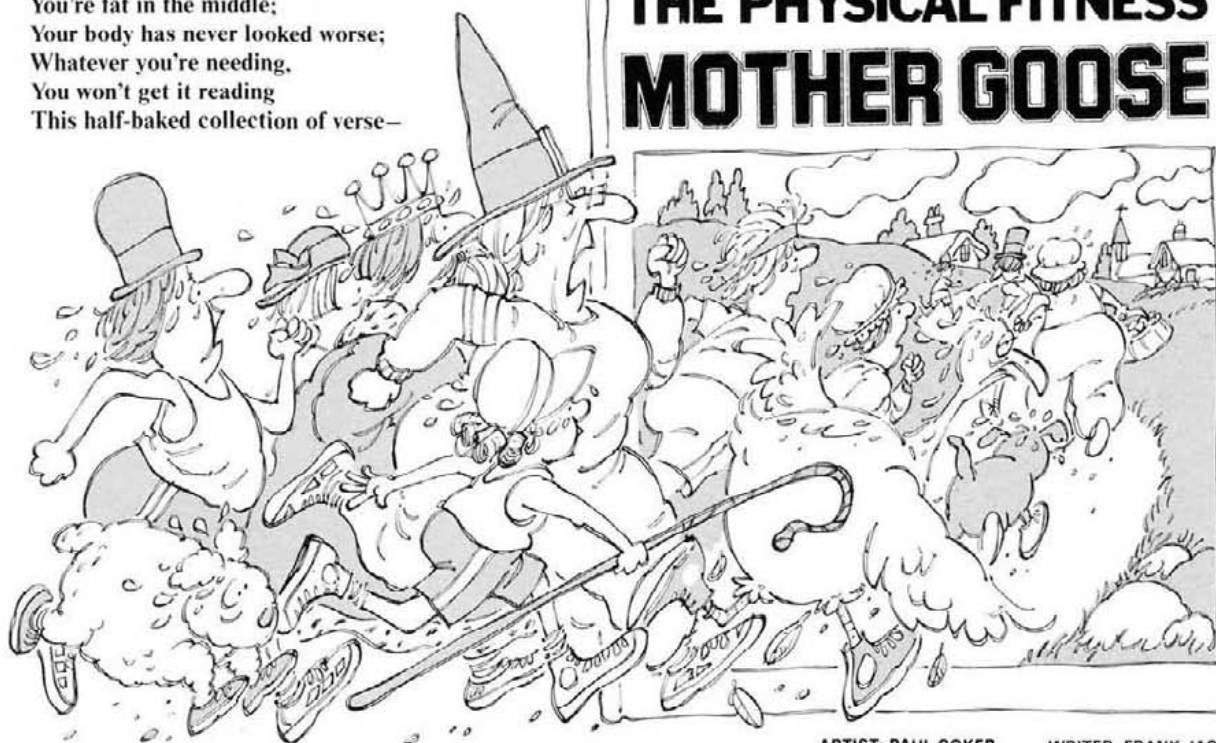
WRITER: DICK DE BARTOLO





Hey, Diddle Diddle  
You're fat in the middle;  
Your body has never looked worse;  
Whatever you're needing,  
You won't get it reading  
This half-baked collection of verse—

# THE PHYSICAL FITNESS MOTHER GOOSE



ARTIST: PAUL COKER

WRITER: FRANK JACOBS

## Solomon Grundy



**Solomon Grundy**  
Did push-ups on Monday,  
Went jogging on Tuesday,  
Played handball on Wednesday,  
Swam rivers on Thursday,  
Rode horses on Friday,  
Climbed mountains on Saturday,  
Pumped iron on Sunday;  
Won't somebody please, for the sake of  
everyone who gets near him, come up  
with an effective deodorant for Solomon Grundy?

## Humpty Dumpty



Humpty Dumpty was a fat blob;  
Humpty's friends all called him a slob;  
But then he was told of a wonderful diet,  
Which prompted fat Humpty to say, "I shall try it."

Humpty Dumpty strove for success;  
Humpty Dumpty soon consumed less;  
Today, after months of just yogurt for dinner,  
He's still the same slob—but at least he is thinner.



## Jack Sprat



Jack Sprat  
Will eat no fat;  
He's heard that it will harm him;  
He'll never touch  
Fresh fruit and such;  
The sprays they use alarm him.

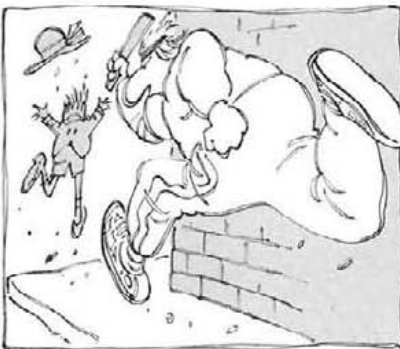


Jack eats  
No fish or meats;  
He fears contamination;  
From foods impure  
He's now secure—  
He's also near starvation.

## Little Jack Horner



Little Jack Horner  
While rounding a corner  
Is met by a mugger, who states:  
"Hand over your cash  
"Or your head I will smash,  
"Which is not the most happy of fates."

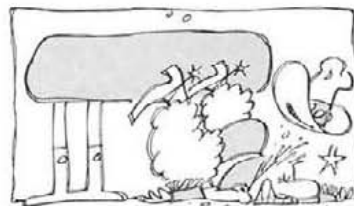


Little Jack Horner  
Takes off from the corner  
In hopes of outracing disaster;  
But though he's in shape,  
He won't make his escape,  
'Cause the mugger's a runner—but faster.

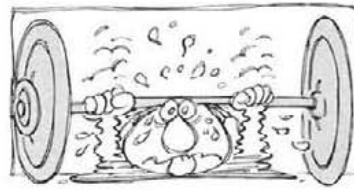
## Five Health Fanatics



Five health fanatics,  
Sweating from each pore;  
One passed out at racquetball—  
Now there's only four.



Four health fanatics,  
Filled with energy;  
One fell off a vaulting horse—  
Now there's only three.



Three health fanatics,  
Puffing till they're blue;  
One collapsed while lifting weights—  
Now there's only two.

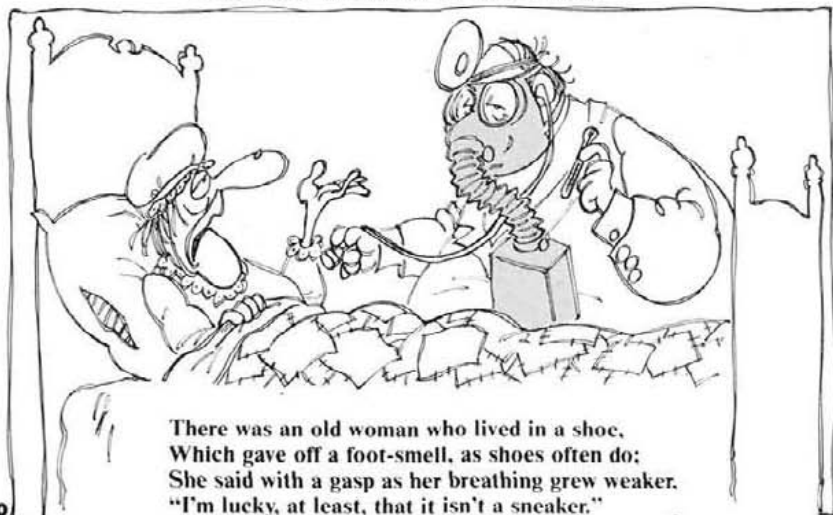


Two health fanatics,  
On a ten-mile run;  
One was clobbered by a bus—  
Now there's only one.



One health fanatic,  
Swimming after lunch;  
Ulp! Looks like he swam too soon;  
That wraps up the bunch.

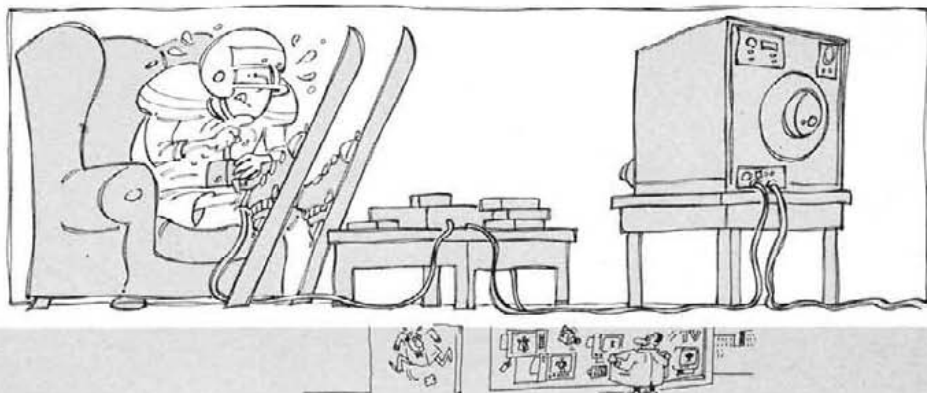
## The Old Woman in the Shoe



There was an old woman who lived in a shoe,  
Which gave off a foot-smell, as shoes often do;  
She said with a gasp as her breathing grew weaker,  
"I'm lucky, at least, that it isn't a sneaker."

## Wee Willie Winkie

Wee Willie Winkie  
Plays all sports with zest—  
Basketball and football,  
Skiing and the rest;  
If you think that Willie's  
Keeping fit, we're sorry;  
Willie only plays these sports  
At home on his Atari.



## Taffy Owns a Health Club



Taffy owns a health club;  
Taffy staffs it well;  
He's now discovered to his joy  
How exercise can sell.



Taffy pulls in people;  
Taffy pitches Health;  
And now 3,000 memberships  
Have brought him instant wealth.



Taffy weighs 280;  
Taffy's five feet wide;  
Which may explain why Taffy  
Never shows his face inside.

## Jack and Jill



Jack and Jill  
Run up the hill  
In sixty seconds flat;  
They jog and swim  
And keep in trim  
Without an ounce of fat.



Jack and Jill  
Derive no thrill  
From staying up past nine;  
They've sworn off booze  
And both refuse  
A glass of beer or wine.



Jack and Jill  
Are never ill;  
They're careful what they eat;  
Small wonder they're  
The dullest pair  
You'll ever want to meet.

## Sing a Song of Fitness



Sing a song of fitness,  
A body full of pain;  
Jogging 20 miles,  
Through a driving rain.



Muscle pulls and jock-itch,  
Dislocated bones,  
Heart attacks and hamstrings,  
Bruises, sprains and moans.



Someday in the future,  
When the craze is done,  
Ask yourself the question—  
Wasn't fitness fun?

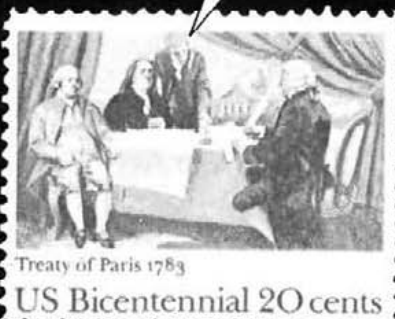
AND NOW, IN  
RESPONSE TO  
ABSOLUTELY  
NO POPULAR  
DEMAND, WE  
PRESENT AN  
ALL-NEW COL-  
LECTION OF

# MAD'S TALK

No Christmas  
tip, no mail!



Then it's agreed—  
we export corn and tobacco,  
you send us wine and breads!



Please, Ralph  
...NOT HERE!



When I order  
Darjeeling, I expect  
to get Darjeeling!



Wake up, Mr.  
Baxter! It's  
time for your  
sleeping  
pill...!



Believe me, I had  
no way of knowing  
about "Fantasy Island"  
and "aka Pablo"!



AGAIN?? You just went  
half an hour ago!





# ING STAMPS

WRITER: FRANK JACOBS

Ease up—  
there's a fix!



I'll pretend  
I never  
heard that!

It's just  
not the  
SAME  
without  
the  
Russians



If I hear  
"Hello, Dolley"  
one more time,  
I'll scream!



Reggie who?



If I'm not mistaken  
Little Rock is  
somewhere in Oregon!



We bombed  
in Boston!



## DEVICE SQUAD DEPT.

People who want to write for television waste an awful lot of time reading books that deal with characterization, plot, and other elements that have little to do with the typical TV script! What they *should* read is the one guide that tells them what they *really* need to have a successful career in TV:—

# THE MAD WRITER'S

## DRAMATIC



### A. Heroes

1. Heroes in all walks of life shall be good looking, no matter how many blows to the face they receive each week. Heroines must never smudge their makeup, even as the result of wearing gags or blindfolds for prolonged periods.
2. Itinerant heroes shall have no difficulty encountering adventure, danger, and romance in every town they pass through.
3. Heroes must in all cases be smarter, more courageous, and more ethical than their superiors or commanding officers. (No explanation need be offered as to why *they* are not the commanding officers.)



### D. Romance

1. A female character shall resist the advances of a male hero only due to some compelling, life-or-death reason, and never simply because she finds the hero unappealing. This situation shall in all cases be resolved before the end of the program.
2. No matter how hard-won the love relationship between a hero and a newly introduced female character, she shall be completely forgotten by the next show.



### E. Car Chases

1. Characters shall never, even on the busiest New York or Los Angeles streets, encounter traffic jams that prevent the continuation of high-speed auto chases.
2. Firing his revolver at the car he is chasing while simultaneously dodging bullets coming through his windshield shall not prevent a hero from driving without an accident at 90 m.p.h. Villains's cars, however, that skid into highway railings shall in all cases break completely through them, fly over a steep, rocky cliff and burst into flames the moment they reach bottom.

# TELEVISION RULE BOOK

ARTIST: JACK DAVIS

WRITER: DAVID ALLIKAS

## SERIES

### B. Villains

1. Villains may not shoot heroes dead upon capturing them. They must first reveal their secret plans, then leave the hero alone in a death trap or guarded room from which he will escape.
2. World-class criminals should subscribe to the moral code which allows them to murder people by the thousands, but prevents them from breaking their word.



### C. Fistfights

1. A hero shall never lose a fistfight against fewer than three opponents.
2. No fistfight shall take place in which each participant does not fall against and break at least one item of wooden furniture. (*Proviso:* in all westerns, at least one such item shall be the railing of a second-floor landing.)

### F. Death

- A character who falls down a flight of stairs must break his neck and die. (*Adjunct:* any character who is jostled or pushed at the top of a staircase is required to fall down the entire flight.)
2. When a hero in a western series is shot, regardless of by how many outlaws at once and regardless of at what close range, he is "winged." A police detective or private eye similarly shot sustains a "flesh wound."
  3. A hero pronounced to be "alive—but just barely" must always pull through.





# COMEDY SERIES



## A. Plot Devices

1. A blow on the head shall produce amnesia. A second blow on the head shall relieve the amnesia.
2. Characters who overhear conversations must enter at precisely the right instant to receive a shockingly wrong impression.
3. A pair of handcuffs, within two minutes of being introduced, must be used to lock two characters together. No key must exist, and no reason should be provided as to why a locksmith cannot be found for at least three days.



## B. Houses and Apartments

1. No character shall be shown living in a house or apartment that is not at least 2½ times as expensive as what he can probably afford on his salary.
2. A couple's best friends shall always be married to each other, and live in the same apartment building or in the house next door.

## C. Punchlines

1. A joke which is patently corny or unfunny can be used, provided it is followed by 30 seconds of dubbed-in laugh track.
2. No logic shall be employed which would prevent all characters in a show, regardless of age, education, or occupation, to be equally capable of making witty remarks and brilliant puns when the script offers an opportunity.



## E. Romance and Marriage

1. A divorced mother, regardless of age, geographic location, or work schedule, must have no difficulty finding a new handsome and successful boyfriend at least every other week.
2. No logic shall be employed which would impede a character from falling in love with a newly introduced romantic interest, and finding an incontrovertible reason for a breakup, all within 30 minutes (minus commercials).
3. At all weddings, the best man must at first be unable to produce the wedding ring.

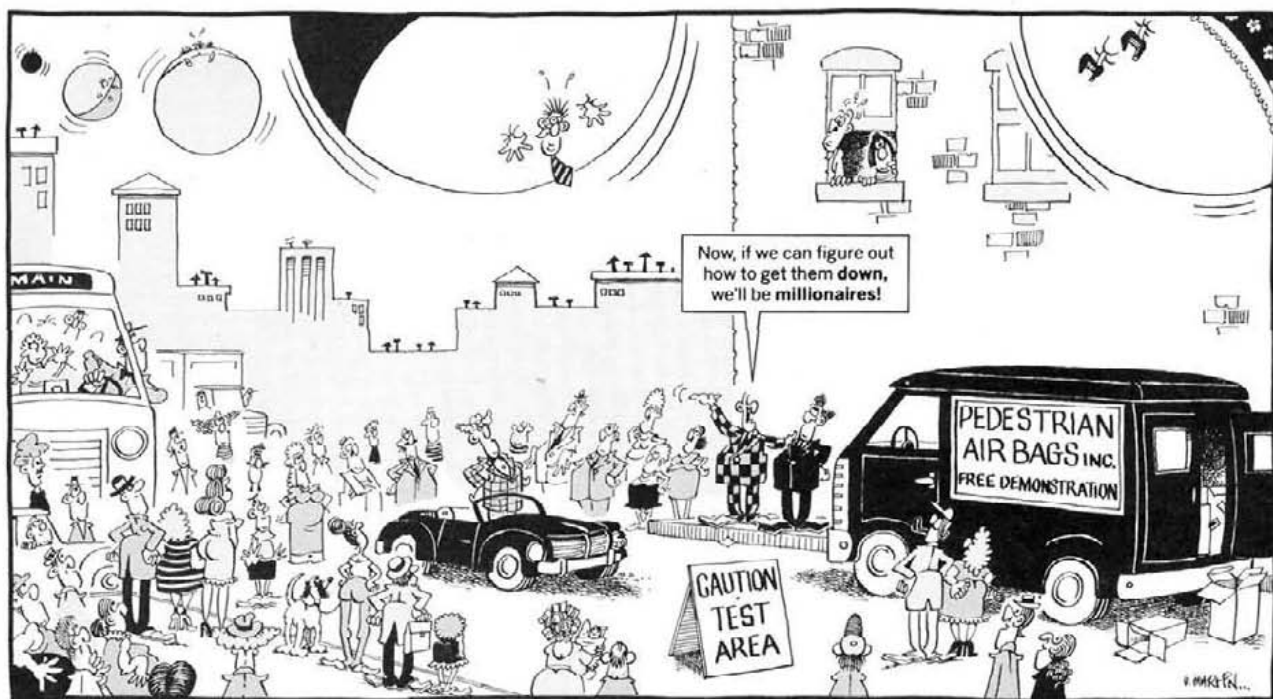
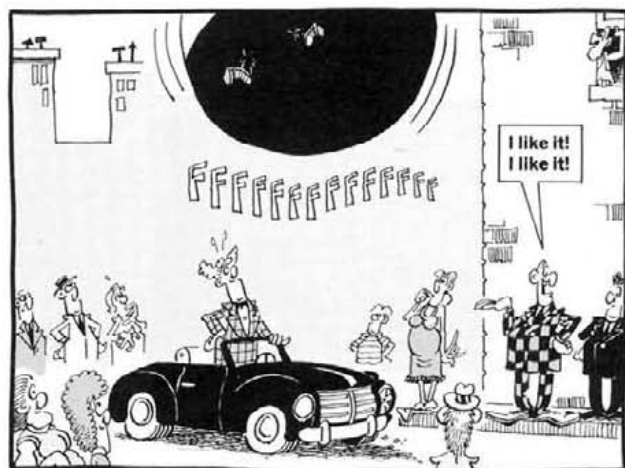
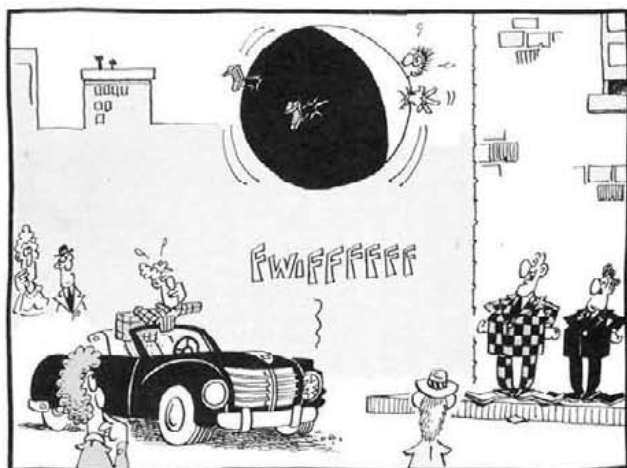
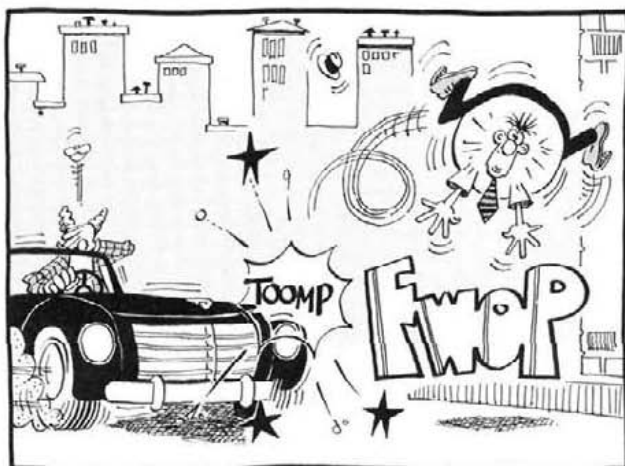


## D. Kids

1. Children must not be depicted throwing tantrums, crying, telling their parents they hate them, or fistfighting with their brothers and sisters.
2. When a child appears in a school play, he must be crushed because one of his parents is unable to make it. (Addendum: the parent must show up at the last minute anyway.)
3. Children above the age of eight should display a knowledge of sex at least equal to that of their parents.



# ONE FINE WEDNESDAY IN DETROIT



## DUBIOUS OR NOT DUBIOUS DEPT.

Scarcely a day goes by that we aren't exposed to some genius's new invention, concept or method of doing things. A few developments of recent years have been brilliant—like polio vaccine and long weekends for Columbus Day. But many others have been downright disgusting—like Grape-flavored ice cream and "The Osmond Family Christmas Show." Unfortunately, most of life's awfulness is still around, because we've accepted it with a resigned shrug... rather than joining forces to banish it forever with the one challenging question that no ridiculous innovation can withstand... mainly...

# WHO

## WHO NEEDS ...



...a car that costs \$1,000 more because it has a recorded human voice rather than a buzzer to remind you that you left your key in the ignition.

## WHO NEEDS ...



...a corner mailbox that has two mail pick-ups a day... at 10:00 A.M., and at 10:30 A.M.

## WHO NEEDS ...



...skywriting that never produces a legible message, because the first part blows away before the last part is finally done.

## WHO NEEDS ...

**STRICTLY LIMITED OFFER!**  
**AN HEIRLOOM OF THE FUTURE!**



...another enticing ad offering a "rare" collectible to the first ten million people who send money.

## WHO NEEDS ...



...an car-shattering motorized blower that clears leaves off the sidewalk less efficiently than the way it used to be done—quietly, with a broom.

## WHO NEEDS ...



...one more golf tournament named after a Hollywood entertainer who now has ample time for golf because he can't get a job.



# NEEDS IT?

ARTIST: HARRY NORTH  
WRITER: TOM KOCH

## WHO NEEDS...



...an English Lit assignment that requires 50 students to read the same book, when there's only one copy of it available at the local library.

## WHO NEEDS...



...still another calendar that illustrates each month with a different picture of a cat being loveable.

## WHO NEEDS...



...another TV SitCom that has nothing going for it except a kid who's considered cute because he's small for his age.

## WHO NEEDS...



...a new commemorative 14c stamp...when nothing we mail costs 14c.

## WHO NEEDS...



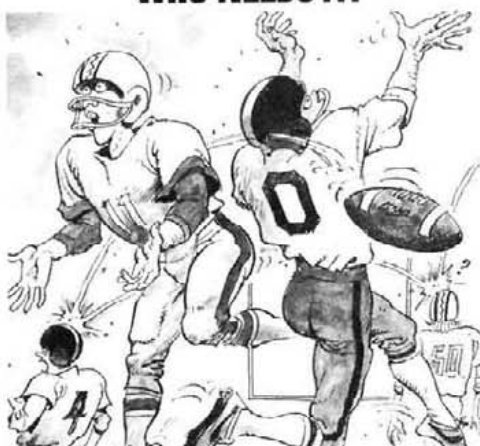
...a new Arab Liberation Movement dedicated to blowing up everything in the world, including other Arab Liberation Movements.

## WHO NEEDS...



...that extra announcer brought in for World Series telecasts to give us a detailed explanation of everything the regular announcers just finished telling us.

## WHO NEEDS ...



...another football Bowl Game...this one bringing together the teams that finished fifth in the Southeastern Conference and sixth in the Big Ten.

## WHO NEEDS ...



...one more holiday contrived to make us feel guilty if we don't observe it by sending greeting cards.

## WHO NEEDS ...



...your public TV station's appeal for funds so it can remain on the air long enough to make another appeal for funds.

## WHO NEEDS ...



...a sale on the same designer jeans you spent your life's savings to buy at the regular price just last week.

## WHO NEEDS ...



...an airline that offers "bargain fares" between Spokane and Dayton, when nobody in either city wants to go to the other one.

## WHO NEEDS ...



...a guest on "Wall Street Week" who tells you how rich you'd be today if you'd bought the stocks that he'd recommended a year ago.

## WHO NEEDS ...



...a reproduction of an antique that serves no purpose except to make people think that your valuable original is also a reproduction.

## WHO NEEDS ...



...a form letter from a magazine urging you to renew your subscription, which is due to expire in just eleven more months.

## WHO NEEDS ...

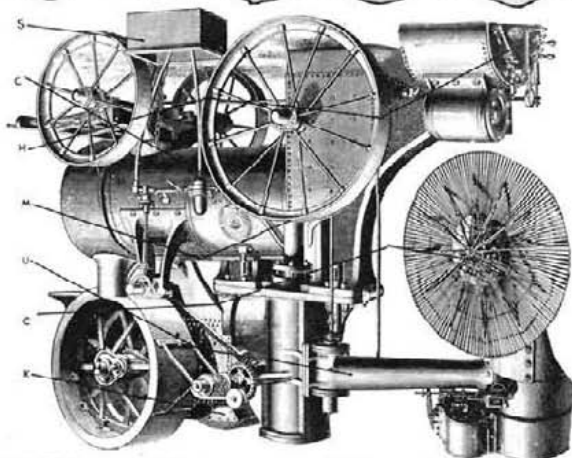


...a new brand of pet food...when half of every supermarket is already filled to the ceiling with pet food.

A new trend in books is to explain how complicated things work. Great! But did you ever try to read one? You need a book to explain the explanations...

**THE AXIAL TURBINED VEEBLEFETZER**

When an electric charge is insinuated into the duo-metallic aperture of a non-conforming mass, the resultant redundancy produces a current of diametrically opposed consequences. This is especially true when two magnetic poles are introduced at a social gathering and find a mutually beneficial conveyance of elemental counter productivity (see figures "S" "C" "H" "M" "U" "C" "K"). The basic schematic (as shown at right) will lead the novice into an oblivion maze. This is a good way to start...



Ridiculous! The experts already know that stuff, the rest of us will probably never have to, right? What we need are explanations for the uncomplicated things we come in contact with in our every day lives, right? Which is why we now proudly present...

# A MAD GUIDE TO HOW SIMPLE THINGS WORK

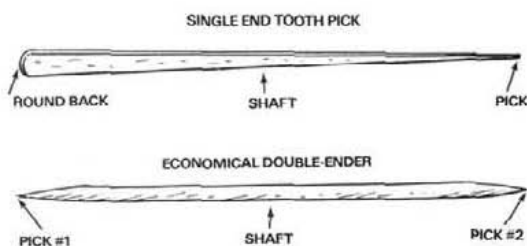
Written and Illustrated by Al Jaffee  
[A Simple Guy Who Seldom Works]





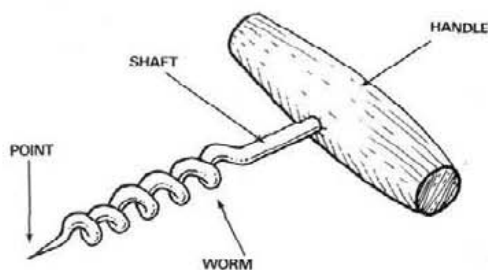
## THE TOOTHPICK

Toothpicks are usually made of wood or plastic. Some styles have one usable end, others two. None have three, but by breaking the toothpick in half or in quarters, many new ends can be achieved by very enterprising (or very cheap) toothpick users.

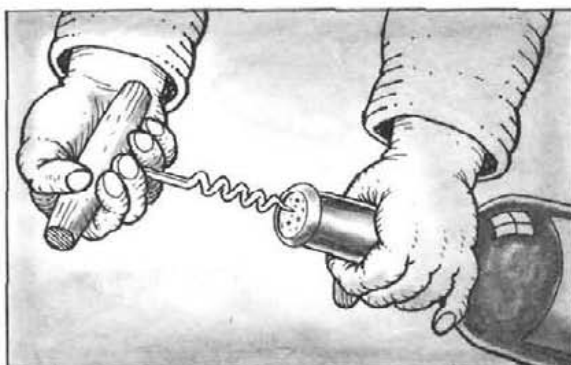


The proper way to use a toothpick in an effective but dignified manner is shown above. Start with a "forehand approach" approximately three inches from the mouth, moving in slowly until toothpick makes contact with pre-determined "target" area.

## THE CORKSCREW



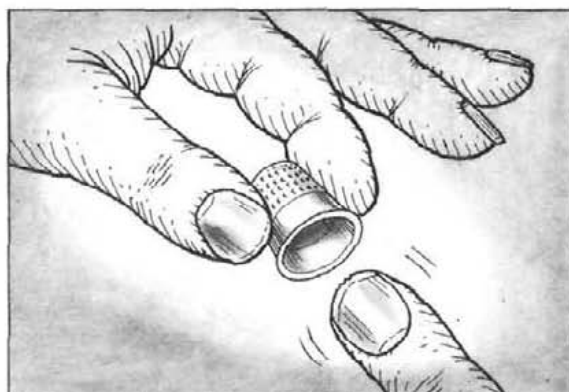
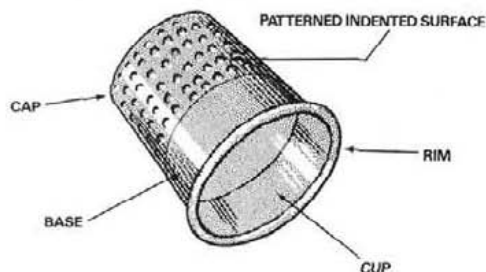
The corkscrew comes in many shapes and forms. Basically, however, the corkscrew consists of nothing more than a screw-like shaped steel rod, pointed at one end, handle attached to the other.



By inserting the point into the cork and turning clockwise, the screw-like rod slowly works its way into the cork's core, creating a strong, temporary bond between the two (much like a screw in wood).

## THE THIMBLE

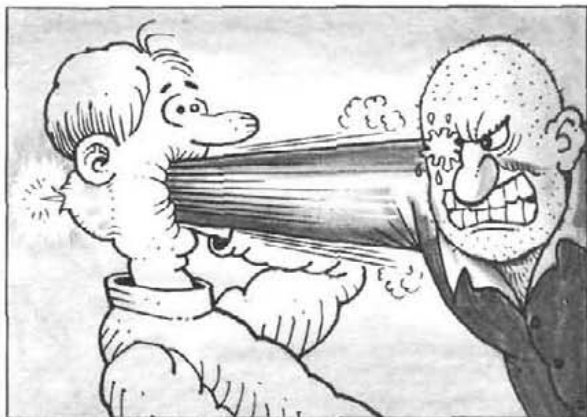
The thimble is invaluable in sewing. Thimbles are usually made of metal, but recently strong plastic models have appeared on the sewing scene.



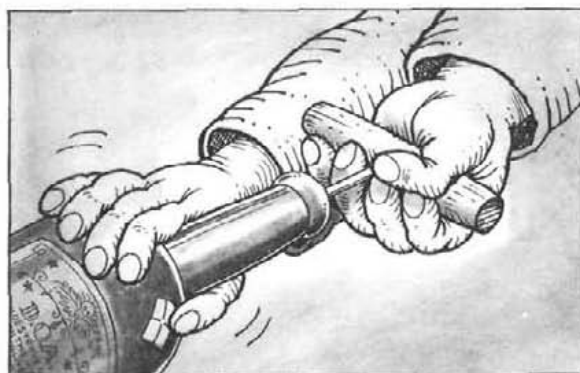
In normal, everyday use, the thimble is placed on the middle finger of the hand that is to wield the needle, fitting snugly on the tip of the finger.



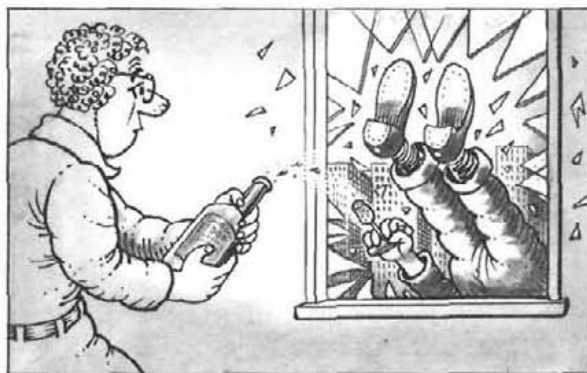
Poking around can bring many rewards while removing oodles of yecchy garbage from the mouth.



Avoid "flicking". This is ill-mannered and can be, in certain instances, hazardous to your health.



Then, by firmly bracing the bottle in one hand, and pulling with all one's might on the corkscrew handle, the cork slowly starts to emerge until completely dislodged from the neck of the bottle.



**CAUTION:**

*Always operate corkscrew by yourself! Involving others can often result in complicated and unwanted accidents!*

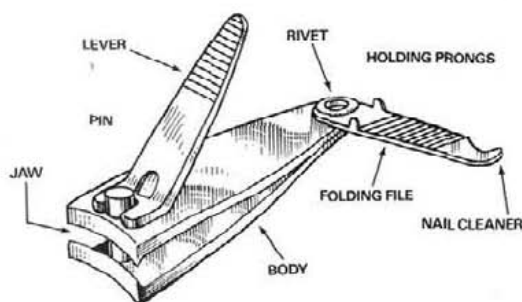


The thimble is used to push the needle through the fabric. The needle's crown is placed into one of the patterned indentations for pushing leverage.

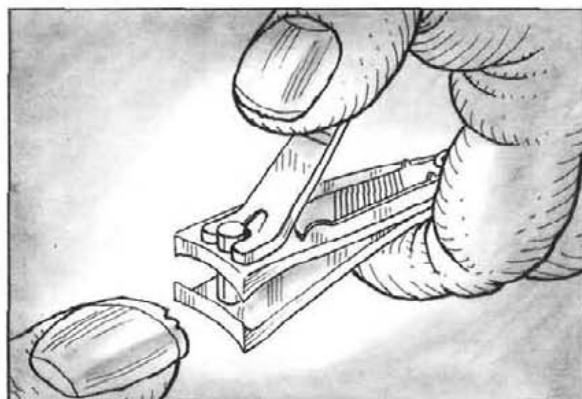


Care must be taken not to push too strenuously as the thimble's indentations aren't very deep and "needle skid" can easily be the unwanted result!

## THE NAIL CLIPPER

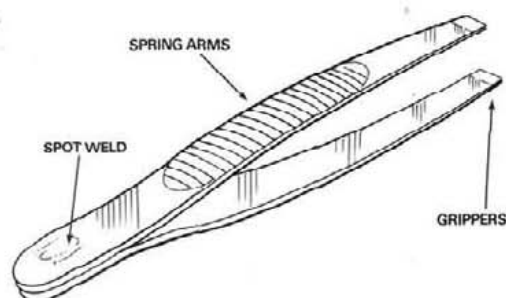


The nail clipper is an ingenious device that clips and/or files fingernails neatly and effectively.



The clipper is held in one hand, a fingernail of the other hand faces the clipper's open jaw.

## THE TWEEZER

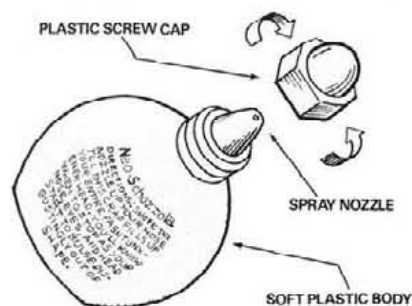


The tweezer works on the same "plucking principle" as the thumb and forefinger. The advantage of the tweezer is that it gets into places fingers can't.



The device is held between thumb and forefinger and squeezed together to create a gripping action, effective in cases such as that of ugly nose hair.

## THE NOSE SPRAYER



Today's nose sprayer is a soft, plastic container filled with liquid decongestant. A siphon tube in the center connects to a spray hole at the top.



The nose sprayer is often used when an ailing person feels as if his head is clogged with solid cement. The sprayer is raised toward a nostril...





The amount of nail to be clipped should be carefully measured, as close cuts can be painful.



It is also wise not to stand next to doors that can be suddenly opened, as a very close cut can result. This isn't only painful, but ugly as well!



Not only can the tweezer easily pluck exposed nose hair, it can reach inside the nostril to remove hair before they grow long enough to be unsightly.



But like all tools and devices, tweezers should be used wisely and cautiously. Digging too deeply or carelessly may remove more than you bargained for.



...and with a gentle squeeze of the container, a mist of medication is released. The "cement block" feels as if it melts away, bringing blessed relief.



NOTE: Allow ample time to feel effect of mist. Vigorous over-spraying can cause serious damage to mucous membranes—as well as dinner companions!

What's huge, impossible to control, and about to devour us all? The National Deficit, that's what! Right now, Uncle Sam is in hock to the tune of nearly a trillion big ones, and nobody seems to be able to do anything about it! Until now, that is! we at MAD (Naturally!) have

# THE MAD 7-POINT PLAN FOR... **BALANCING THE BUDGET BY WIPING OUT THE**

ARTIST: BOB CLARKE

... THROUGH PAID ADVERTISING ON GOVERNMENT PROPERTIES

IF  
YOU  
SUFFER  
FROM

H  
E  
M  
O  
R  
R  
H  
O  
I  
D  
S

FOR  
FAST  
SOOTHING  
RELIEF  
TRY  
**WHIZZO**  
SUPPOSITORIES

"THE EYES HAVE IT!"  
FACING THE SUN DAY AFTER DAY,  
GREAT HEADS AGREE  
ON  
GLARE-GO SUNGLASSES!



... THROUGH SELLING U.S. GOV.

CABINET #1 of 12 — Collect them All!  
**GEORGE SCHULTZ** State Dept.



SENATE #68 of 100 — Collect them All!  
**EDWARD KENNEDY** Democrat



the answer—and that's for the Government to hatch some new, sure-fire money making schemes that will bring needed cash into the U.S. Treasury! So wise up, Democrats and Republicans! Don't bother raising our taxes or any other stupid thing like that! Merely take a peek at—

# THE BUDGET . . . AND THE NATIONAL DEBT

WRITER: FRANK JACOBS

## GOVERNMENT BUBBLE GUM CARDS

**GEORGE SCHULTZ**  
Secretary of State  
Nickname: "Gabby"

A career veteran, Schultz is at his best taking on opponents head-to-head, as with his "tough-talk" bout with Libya's Omar Khaddafi. Paunchy and slow afoot, Schultz nevertheless can be deceptively shifty, reminding fans of Hank "Strangelove" Kissenger. In the tilt with Grenada, he was named "Cabinet Member of the Month" for running interference for Defense Secretary Casper "Boom-Boom" Weinberger. Schultz likes his role as Designated Haggle. "I'll play anywhere they put me," he says.

An Official U.S. Government  
Bubble-Gum Card

**EDWARD KENNEDY**  
Senator from Massachusetts  
Nickname: "Teddy"

A four-term veteran, Kennedy is famed for his slashing line-play ("Republicans are hazardous to your health.") in Senate debates. No longer a Presidential contender—he's a two-time winner of the Harold Stassen Award—Kennedy enjoys being a Senator, constantly pressing for more Government aid to the poor and minorities while at the same time arguing for a balanced budget. Because of this talent for dodging and weaving, Kennedy is tough to bring down. "Give the people what they want," he says, "whether they want it or not."

An Official U.S. Government  
Bubble-Gum Card

... THROUGH OFFICIAL U.S. GOVERNMENT "MERCHANDISING"

*I love playing "White House" with my Ron and Nancy dolls!*



### Incredibly Lifelike!

Nancy comes with 37 designer outfits! She's always changing clothes, sometimes 3 or 4 times before breakfast! Ron has moveable eyelids, which close during press briefings and Cabinet meetings!

### Dress Them Up!

Ron and Nancy love dressing up! Ron's handsome in his white tie and tails! Nancy's beautiful in her velvet gown! It's their favorite attire while watching one of Ron's old movies!

**Lifelike Features!**

WHITE HOUSE  
DOLLS

**Aging Bodies!**

**Dyed Hair!**

Only from RONCO  
—a U.S. Government Industry—



... THROUGH GOV'T CLEARANCE SALES

## GIANT GOVERNMENT WAREHOUSE SALE!!

That's right, Americans! We're overstocked on thousands of valuable ONE-OF-A-KIND HISTORICAL TREASURES FROM OUR NATION'S PAST! This means that now you can own an "Authentic Relic Of Americana"—so hurry up and order your choices today... before they're all gone!

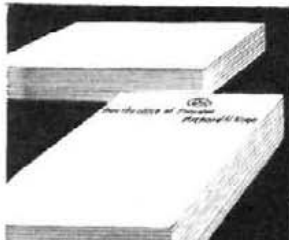


### AUTHENTIC INDIAN TREATY

This official document, guaranteeing land rights to the Cheyenne, was signed by President Chester Alan Arthur and Chief Running Ear in April, 1883, six weeks before the tribe was double-crossed and their villages were leveled by the U.S. Cavalry. We've several hundred of these broken treaties available... each one a disaster for the Indians, but a valuable historical treasure for you. Order now. ORDER "TREATY" Each—\$149.95

### PRESIDENT NIXON STATIONERY

Enscribed "From The Office Of President Richard M. Nixon," these left-over letterheads and envelopes were thrown out, along with his entire administration. Order 1,000 sheets and envelopes, and get, free, five assorted memo pads... "From The Desk Of H.R. Haldeman," "John Ehrlichman," "John Dean," or 19 others who suddenly wound up on the street. ORDER "STATIONERY" Per 1000—\$325.00



### LINCOLN'S BED-WARMER

Used regularly by President Lincoln on cold winter nights, it provided warmth whenever Mrs. Lincoln, complaining of a "severe headache," refused to share the Presidential Bed. Enscribed, "To Abe—From Mary—Happy Eleventh Anniversary." ORDER "BED WARMER" \$15,000.00

## ... THROUGH ENDORSEMENTS BY U.S. EMPLOYEES

Houston, do you copy? This is Apollo 32!  
We have successfully landed on MARS...!

And now comes...  
MILLER TIME!



... THROUGH GOVERNMENT PUBLICATIONS

## THE FBI ENQUIRER

ALL THE DIRT WE  
DUG UP WE PRINT

THE EMBARRASSING RASH  
HOWARD BAKER  
COULDN'T COVER UP!

Gary Hart's Secret Deal  
With The Hare Krishnas!

JOAN COLLINS NIGHT WITH  
THE JOINT CHIEFS OF STAFF!

Casper Weinberger's Out-Of-  
Body Travels In El Salvador!

THE TRUTH ABOUT  
TED KENNEDY'S  
HORMONE SHOTS

A New Miracle Cure  
For George Bush's  
Identity Problems!

SPECIAL! "THE MONDALE TAPES"  
What Jesse Jackson Told  
Joan About Fritz!



EXCLUSIVE! RON AND DI!  
The Rumors Won't Stop!

... THROUGH PROMOTIONAL USE OF U.S. OFFICIALS

# BE THERE... FOR THE ACTION... AND THE RULINGS!



## THE SUPREME COURT EXHIBITION BASEBALL TEAM takes on THE BALTIMORE ORIOLES

1985 INTERSESSION TOUR

TICKETS STILL AVAILABLE

One of the top priorities of many teenagers today is to get their own apartment and escape forever from the agony of parental supervision and nagging. But like most dreams, this one requires considerable expertise and knowledge to make it come true. So when and if that moment arrives for you, pay close attention to—

# MAD TIPS ON MOVING OUT... AND MAKING IT ON YOUR OWN

ARTIST: GEORGE WOODBRIDGE

WRITER: LARRY SIEGEL

## THE VERY IMPORTANT PRELIMINARY STEP

Keep in mind that, at the beginning, your parents will automatically be against your moving out. So how you conduct yourself at this stage may determine the whole direction of your life.

### THE WRONG WAY TO BRING UP THE SUBJECT ... Grabbing The Bull By The Horns



### THE RIGHT WAY TO BRING UP THE SUBJECT ... Throwing The Bull, Horns And All

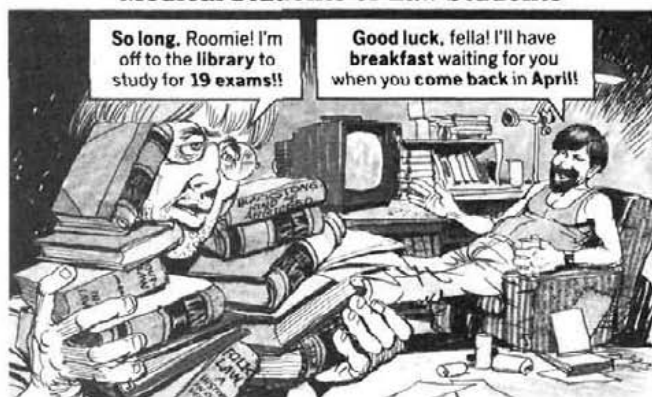


## SELECTING THE PROPER ROOMMATE

Now that you have the go-ahead, it is important to find someone to share your apartment. But remember that, just as in a marriage, familiarity breeds contempt, and the only real purpose a roommate serves is to split the expenses. The less you have to do with each other, the better!

### TWO DESIRABLE ROOMMATES TO LOOK FOR

#### Medical Students or Law Students



#### Night Watchmen Or Graveyard Shift Workers

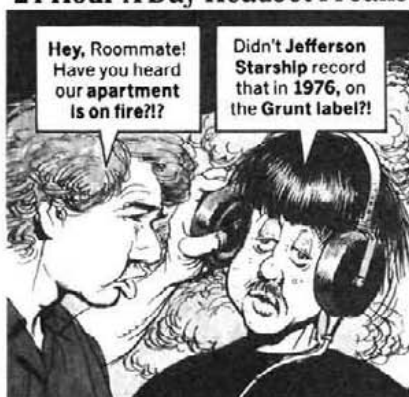


### SOME ROOMMATES TO AVOID

#### Jocks And Body-Builders



#### 24-Hour-A-Day Headset Freaks



#### Members Of The Opposite Sex



## CHOOSING A GIRL AS A ROOMMATE

Nowadays, it's not uncommon for young men and women to room together on a friendly basis, and you might do well to consider that possibility. But first, let's put things into their proper perspective by examining the changing male and female roommate trends over the past decades.

### MALE AND FEMALE ROOMMATES OF THE PAST

In the 1940's, unmarried people never shared an apartment together. In fact, according to all the movies of that era, husbands and wives never even shared the same bed together!



But in the 1950's things loosened up a bit and young people at least thought about sharing an apartment together for an hour or so. But parental reactions were usually ridiculous.





## MALE AND FEMALE ROOMMATES TODAY

Beginning in the '70's and carrying through to the present time, it has become fashionable for young men and women to share an apartment with no physical involvement between them whatsoever.

If you can accept this roommate as someone who'll help clean your apartment... and nothing MORE than that...



If you can accept this roommate as someone who'll help shop for groceries... and nothing MORE than that...



If you can accept this roommate as someone who'll help cook all your meals... and nothing MORE than that...



If you can do all that without climbing the walls and going off the deep end and being carried out like this



...then you're obviously very mature, very sexually liberated, very much in control of your life... and completely dead from the ankles up!

## FINDING THE RIGHT APARTMENT

Now that you've chosen your roommate, whoever he or she may be, it's time to select the apartment you'll be most happy in. When you have a choice, be sure that you make the correct one!

### THE WRONG APARTMENT FOR YOU

This apartment may look beautiful, but you'll be asking for trouble living near a construction site. You'll be constantly bothered by workmen asking you to turn down the volume on your stereo... because they can't hear themselves excavating.



### THE RIGHT APARTMENT FOR YOU

This apartment is perfect. It's not near a construction site, it's close to shopping, and most important, it should remind you of your room at home—just after you straightened it up.



## LIVING WITHIN YOUR MEANS

When you are on your own, you must make every penny count. Here are two tips on economizing:

To save money, you may find that you will have to slightly alter your eating habits from the way they were at home...

Don't ever be too proud to buy anything second hand. Just remember that such economizing can sometimes backfire on you!

What would you like today...?  
Tacos for breakfast and pizza for lunch? Or pizza for breakfast and tacos for lunch...?

Gee... you KNOW how I hate formal meals!! Can't we just pig out on JUNK FOOD for once?!



Wow! Could you ever pay a better price than ten bucks for a terrific bed like this...?!

How about NOTHING?!? My Mom gave this damn thing to the Salvation Army a week before I told her I was moving out!



## IMPROVING YOUR SOCIAL LIFE

The two main reasons why you moved out and took an apartment was to escape your parents prying eyes, and to have fun. So let's examine your new-found social-life freedom in two areas:

### PARTIES

Throw parties as often as you like. It is perfectly okay to have your guests help defray the costs with food and booze.



Just don't over-do this sort of thing. If you try to get too cute and expect too much... it could lead to total disaster!



### MAKING OUT

Of even greater importance in your social life, of course, is now having the privacy to make out in your own apartment...

If your roommate is a guy, you will usually have no problem.

If your roommate is a girl, you could have a slight problem.



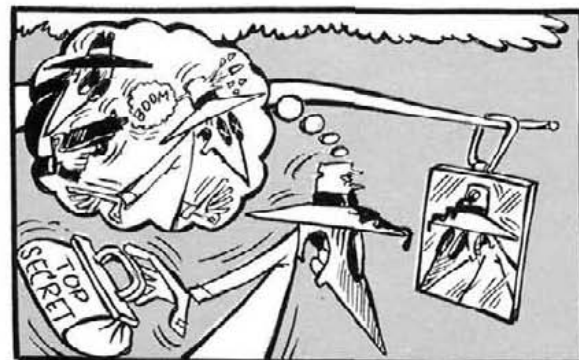
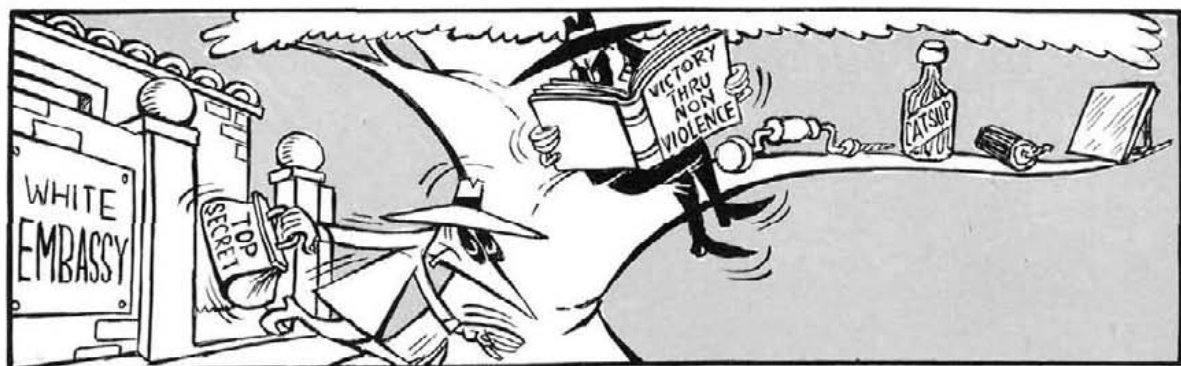
## THOSE ALL-IMPORTANT VISITS HOME

And finally, from time to time (for whatever reason, be it guilt or love), you will want to return home and visit your parents. When you do, there are only two major things to remember:

Never Return Home Empty-Handed

Never Go Back To Your Apartment Empty-Handed







Hi, folks! I'm Bill Clodsby, and I'd like to welcome you to the hottest new SitCom on TV...

I play Quilpin Yockstable! I'm a successful Doctor, I live in a luxurious suburban home and I belong to 6 Country Clubs!

I'm his wife, Flare! I'm a brilliant Lawyer, a registered Republican, and a member of our chapter of The Daughters Of The American Revolution!

And this is one of our four overprivileged children—our flakey son, Zero!

What happened to you, Son?

I got into a fight! Some kids accused us of being BLACK!!

We ARE Black!

If we're Black, how come we're so well-off?? How come we act White... and THINK White??

That's so the White viewers can identify with us! How ELSE do you think we get such HIGH RATINGS??

Half of 'em think this is a remake of "Father Knows Best"—that I'm ROBERT YOUNG—

—and their TV sets need a COLOR adjustment!!



# THE CLODSBY SHOW

ARTIST: ANGELO TORRES

WRITER: LARRY SIEGEL

Quip... why don't you go upstairs and see how the girls are doing! I better take Zero into the kitchen and find some raw steak!!

Good Idea! Looks like he might be getting a WHITE EYE!

Hi, Caprice... Vamessa! Crackin' the ol' books?

Gee, Daddy! I don't see why we have to... yecch... study... and go to icky, disgusting school!

So you can MAKE something of your lives! Take me, for example! I went to Princeton for four years, Harvard Medical School for four more, and then I interned for two years on "The Johnny Carson Show"!!

And that's why you ARE what you are today... right...?

Right! A famous, funny, stand-up Obstetrician!!



And education is **also** important so you can learn about the **hardships** suffered by Black people in the **past**... to see how far we've **COME** since those terrible days!

Well—in 1807, your great-great grandfather, **Le-roy Yockstable**, and his half-brother, **Amos**, came to these shores from Darkest Africa... in a **crowded cattle boat**....!

No, they were **WHOLESALE BUTCHERS!!** They made a killing here in **beef** and **lamb shanks!** And by 1820, they **owned** half of the city of **Chicago!** But... that might not be a good example of **suffering**...

Tell us about **OUR** ancestors!

Were they **slaves**, Daddy...??

Daddy... it's **ME!!** Can I come in...??

**THAT** sounds like my **youngest daughter**, Cutie!!



WALLPAPER BY  
GEORGE S.  
PATTON



**KNOCK  
KNOCK**







What in hell are you doing?

Hey, come on! Ex-President Nixon killed them with this bit a few weeks ago when he was the Special Guest Host on "Saturday Night Live"!!

Doctor... this will have to be a **Caesarean delivery**, and I don't think I can trust your judgment!



Mr. Nagle, you have **every right** to your doubts and fears! That's why I suggest you get a **second opinion!** Dr. Murphy, would you come in, please??



Hello, you Mother! Or is it still a little too early to call you that??

Is there any chance I could get a **THIRD OPINION**...??



Hi, baby! I'm home again!

Quip, look who's visiting with us! **Grand Thinker**, the President of our NBC-TV Network...

Folks, the **show** is doing great, but there's something missing! It's just not that different from other Black TV Shows...



But it **IS** different! For one thing... we've got **money!** I've got **stocks and bonds** that'll knock your socks off!

Did you ever see **George Jefferson's** stock portfolio? When **HE** talks, **E.F. HUTTON** listens!!

Okay, how's **THIS** for different? I got a call from the **Mayor!** He wants me to be his **PERSONAL PHYSICIAN!**

**Big deal! BENSON** works for a **GOVERNOR!** And if you're thinking of starting your own business, **FRED SANFORD** did that ages ago! What I'm looking for is an exciting **NEW** gimmick to show that you people have **REALLY** **ARRIVED** as a successful Black TV Family...!!



Where are you going, Quip???

Don't anybody go away! I may have a **SOLUTION** to our problem...!

Okay! I'm **back!** Get ready now for the **one** element that's going to put us on an **equal footing** with "**Diff'rent Strokes**" and "**Webster**"... and miles ahead of the other Black Shows in TV History...!

Quip... what did you do??

I... I adopted a **WHITE KID!**



Hi, Mr. Thinker! Hi, new Mom and Dad and new Sisters and Brother! **Wow...**! This is something I've **always** wanted but never had on "**Silver Spoons**"... a neat large family, a warm friendly Mother, and most important of all... **fantastic HIGH RATINGS!!**

Gee, maybe I'm **crazy**, but why does this little blond honky remind me of that obnoxious kid on those old "**Dennis The Menace**" reruns?



# ONE FINE THURSDAY IN SEATTLE





**IN WHAT AREA OF  
HIGH-TECH "CHIP"  
DEVELOPMENT DOES  
THE U.S.A. STILL HOLD A  
COMMANDING LEAD?**

## HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

There is always vigorous international competition in every aspect of Industry. But in one area, the U.S.A. is still the undisputed and unchallenged champ. To find out what that area is, fold in page.

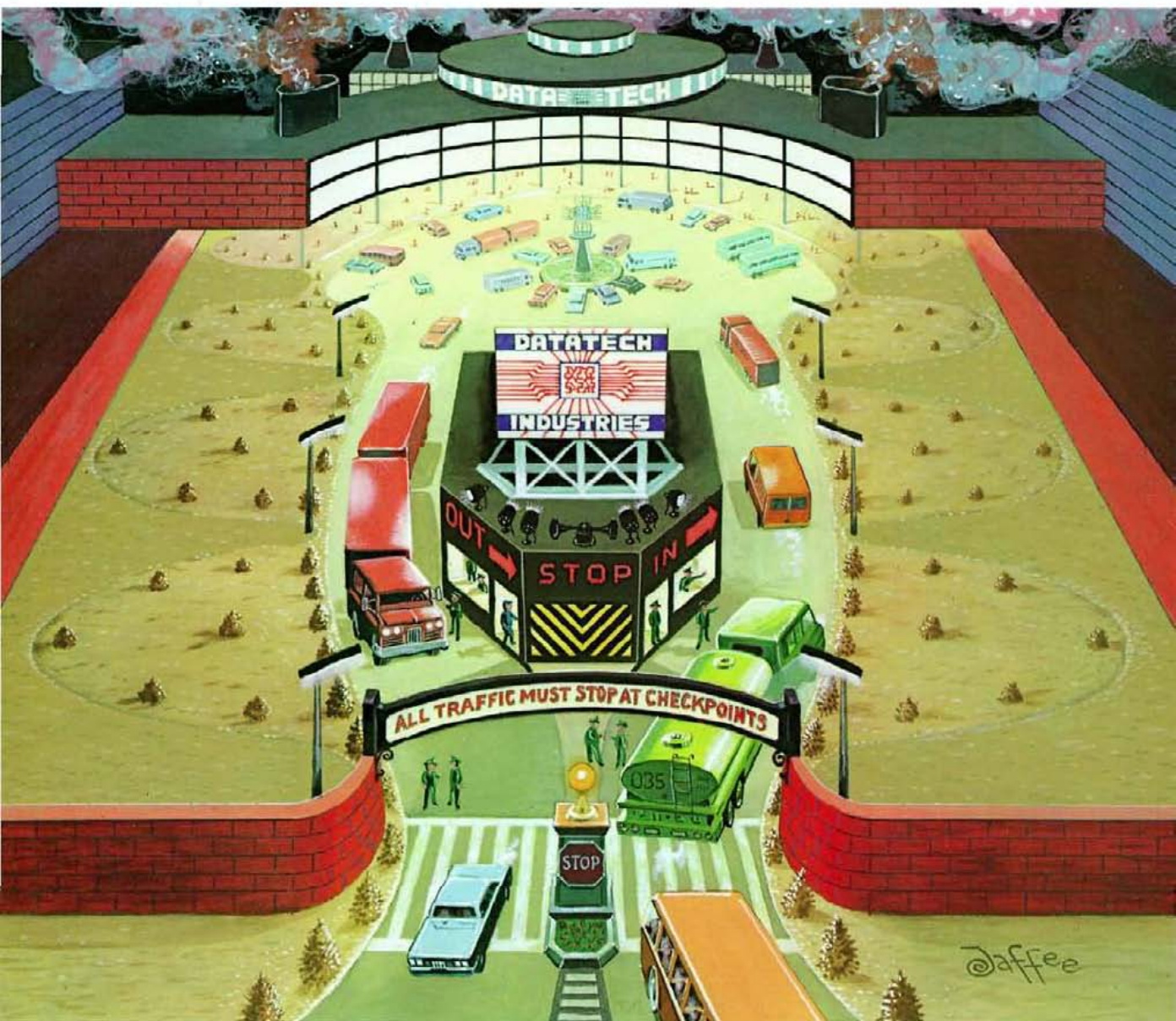


FOLD PAGE OVER LIKE THIS!

**A▶**

FOLD THIS SECTION OVER LEFT

**◀B** FOLD BACK SO "A" MEETS "B"



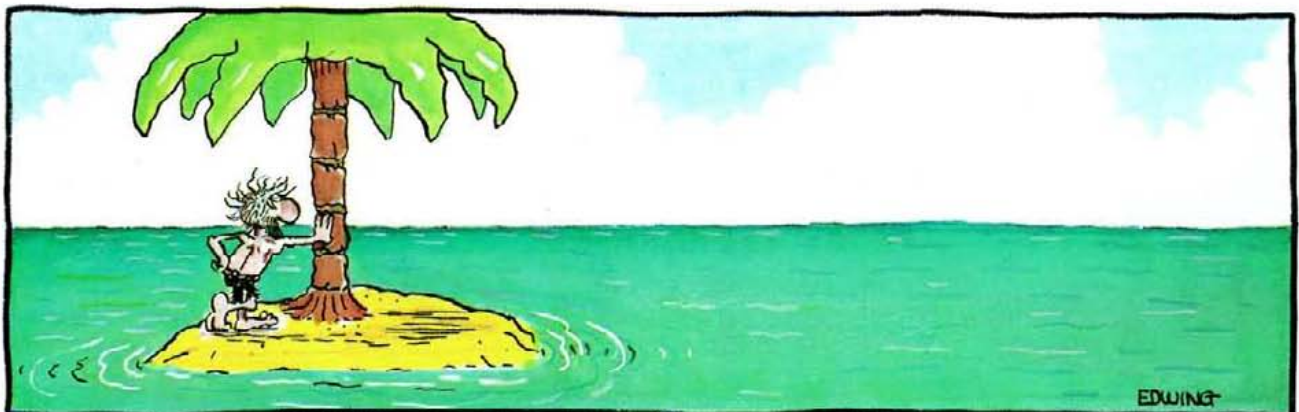
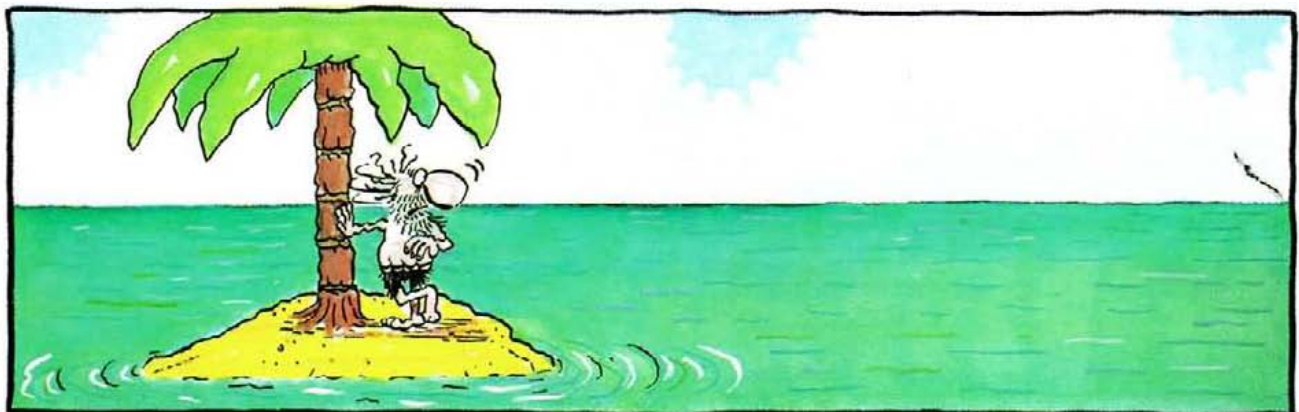
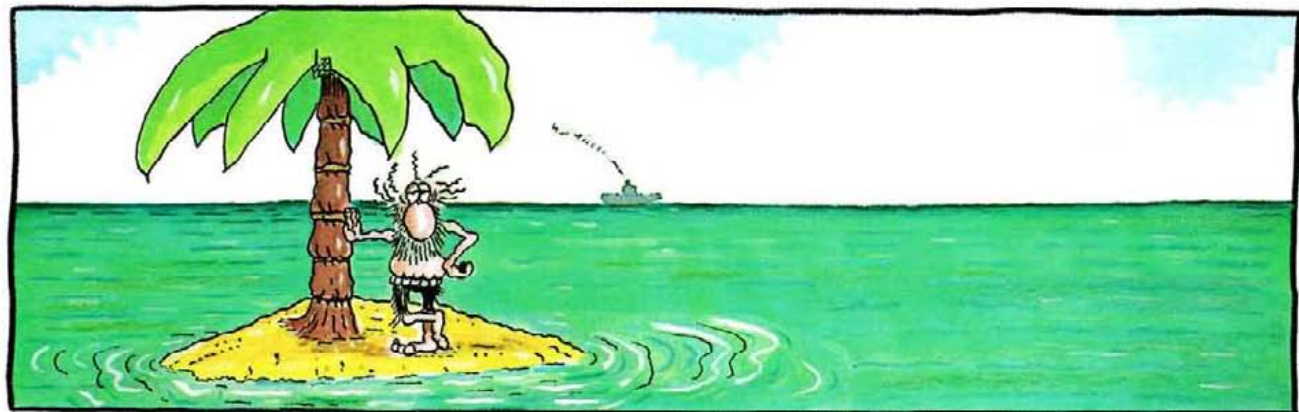
**IN ONE INDUSTRIAL GAME, OLD AMERICAN PROS ARE  
CHOCK-FULL OF WINNING WAYS. THIS LEAVES THEIR DESOLATE  
COMPETITORS OUT IN LEFT FIELD. U.S. GAMESMANSHIP  
CONSTANTLY BEATS OFF CHALLENGES BY EAGER NEW ROOKIES**

ARTIST & WRITER:  
AL JAFFEE

**A▶**

**◀B**





EDWING